

AUGUST 1958

# Southern HARDWARE

Box  
4  
Ann Arbor Mich  
313 North First St  
University Microfilms

In this issue: Turnover: Key to Housewares Profits, Pg. 26

## CHANNEL LOCK No. 420

Hundreds of thousands of tool users  
buy this plier every year...

DO THEY BUY IT  
FROM YOU ?

Every year hundreds of thousands of tool users . . . including your customers . . . lay their money on the line for the Channellock No. 420. They say no other plier does so many jobs so well. That's why it will pay you to stock it . . . catalog it . . . display it up front. You'll like the fast turnover and the extra profits of America's fastest selling plier. Send for our new catalog.

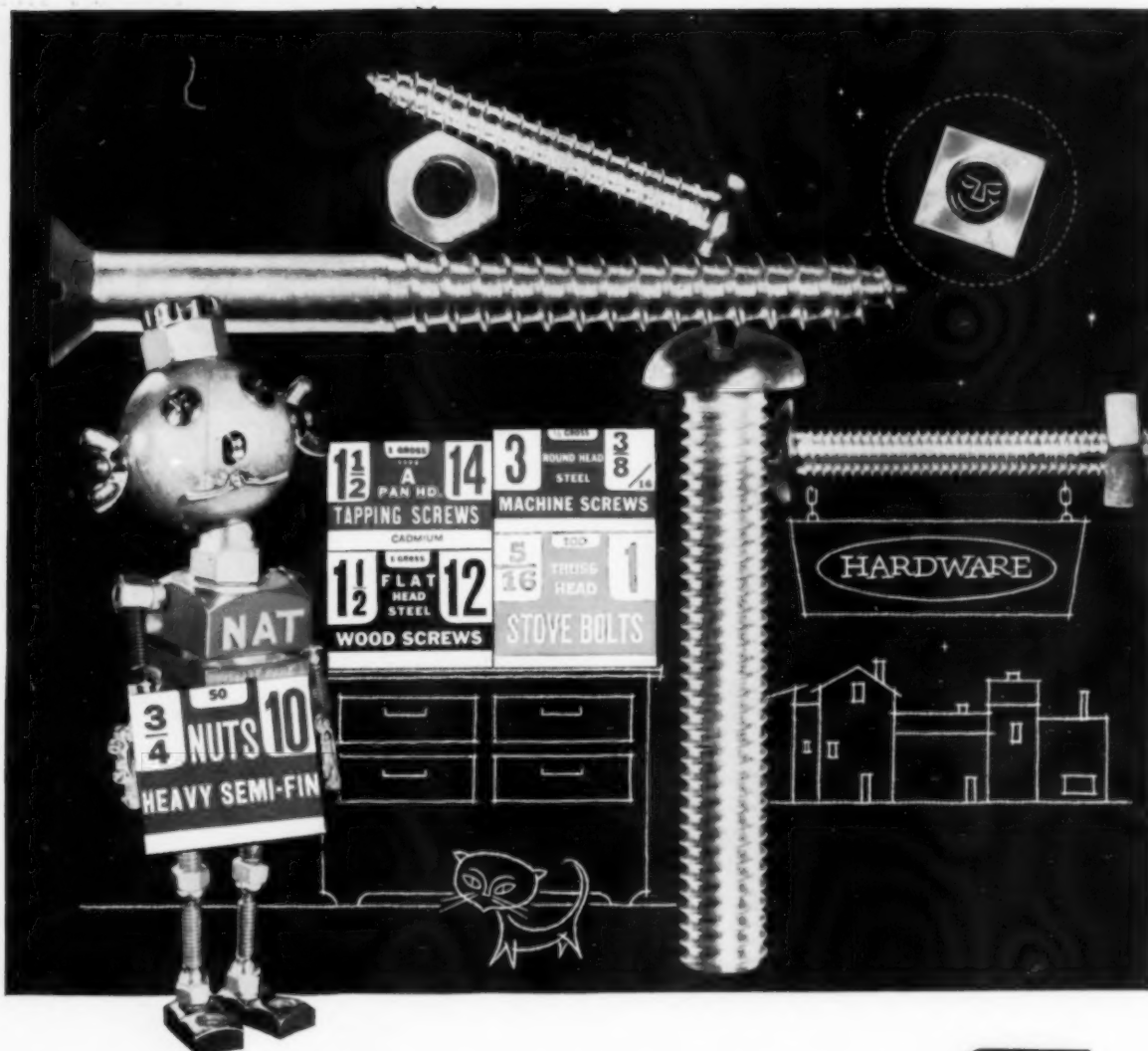
CHAMPION DEARMENT TOOL COMPANY • MEADVILLE, PENNSYLVANIA

IT'S EASIER TO STOCK JUST ONE LINE OF PLIERS . . .



IT'S PROFIT-WISE TO STOCK THE GENUINE CHANNELLOCK LINE





## "NAT" STANDS OUT with dress-parade packaging



Brighten up your fastener shelves and speed up off-the-shelf selection with the snap and color of National's high-visibility labeling and uniform packaging.

These smart, trim boxes *stand out*, boldly identifying National quality by their glossy red and black finish. Color-coded labels make stock handling easier, too! Colors quickly identify fastener types. And sizes are printed large enough to see, even on higher shelves.

Standardize on National's most complete, accepted quality line . . . packaged to *stand out* boldly for greatest sales appeal.

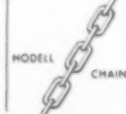
Ask Your Distributor . . . He Knows



### THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave. • Los Angeles 22, Cal.



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Volume 127

Number 8

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 3, Ga.

## "There is a difference in nail quality"

"We know now that a good nail is more than just a hunk of steel wire with a point on it. First off, it takes good, sound steel to make good nails. And the best-quality nails have strong, uniform heads and clean, sharp points.

"That's the kind of nails we get every time from a carton of Bethlehem nails."

We agree wholeheartedly that there *is* a difference in nail quality. And the degree of quality parallels the manufacturer's sense of responsibility toward his product. Bethlehem places strong emphasis on quality, not only in nails but also in staples, barbed wire, farm fence, fence posts and other products which you can profitably handle.

### *Attractive New 50-lb Carton*

You can sell Bethlehem nails in a new 50-lb carton as well as in the established 100-lb size. A complete range of nail sizes and styles is available—bright, blued, cement-coated, galvanized. We can make prompt deliveries on all items. Just write to the address below for specific information.



BETHLEHEM STEEL COMPANY  
BETHLEHEM, PA.

*On the Pacific Coast Bethlehem products are  
sold by Bethlehem Pacific Coast Steel  
Corporation*

*Export Distributor: Bethlehem Steel Export  
Corporation*

# SHOPMATE



(Model SC-700)



## NEW! A REALLY BIG 7" POWER SAW FOR REALLY BIG PROFITS!

This brand new Shopmate beauty has a new masculine look, new power, new operating ease. It's the best looking saw available, loaded with selling features not found in any others... yet priced to sell for less than most 6 1/2" saws! Has every conceivable feature!

- Big 7" diameter blade cuts full 2-7/16" at 90°, 2" at 45° • Powerful 8 amp, 115 volt AC motor • Automatic Safety Clutch eliminates "kick-back" • Lower guard retracting lever • Sturdy die-cast calibrated bevel gauge • Adjustable graduated rip guide • Handsome silver luster finish.



NEW!

## 2.8 AMP. 2 SPEED 3/8" DRILL CHANGES SPEEDS INSTANTLY—ELECTRICALLY!

Revolutionary 2 speed drill is world's easiest to use and most efficient! New modern design, plus all these outstanding features!

- POWERFUL 2.8 AMP. UNIVERSAL AC/DC 115 VOLT MOTOR, FAN COOLED FOR TOP EFFICIENCY • High speed—2000 rpm for drilling wood, plastic, etc. • Low speed—1000 rpm for heavy duty drilling • Electro mechanical transmission changes speed instantly—electrically • Speed range selector switch interlocks with an off switch for maximum safety • Full power output at either speed • Precision geared chuck and key • Multiple ball thrust bearing • Precision cut alloy steel gears • Weighs only 6 pounds, perfectly balanced • Spindle lock for easy chuck removal • Silver luster finish.



(Model SD-382)

SPEED  
SELECTOR—  
SWITCH

## NEW POWER TOOLS • NEW EXCLUSIVE FEATURES • NEW PACKAGING!



(Model 2100)

### JIG SAW WITH JIG-LITE

The most popular, fastest selling jig saw you've ever sold! Cuts 2 x 4's, perfect circles, bevels to 45° either side. Only saw with famous "Jig-Lite" . . . plus every other conceivable selling feature!

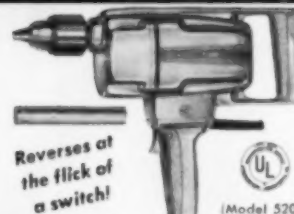
Most sander  
for the  
least money!



(Model K-280-B)

### VERSATILE OSCILLATING SANDER

2 amp, universal motor, extended front for easy feather edging, over 25 square inches of sanding surface, patented non-slip locking knurled rollers . . . make this the hottest sander on the market!

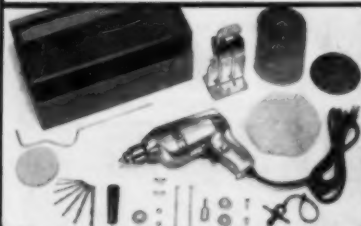


(Model 520)

Reverses at  
the flick of  
a switch!

### 1/2" CAPACITY 6 AMP. DRILL WITH REVERSING SWITCH!

Low weight-to-power ratio and reversing feature make this drill top seller in its class. It's the only drill that has all the features for heavy duty drilling at sensationally low cost!



### 33 PIECE 1/4" DRILL KIT (Model K-740-43)

An outstanding value and an outstanding seller! Includes powerful 2.6 amp, permanent mirror finish drill with geared chuck and key, new all-steel Drill-Toter with lift off tray, and all the other accessories.

For the most  
profitable  
Christmas  
you've ever had!



## SHOPMATE MAIL COUPON TODAY FOR FULL DETAILS

to: George Weatherby, Sales Manager  
PORTABLE ELECTRIC TOOLS, INC.  
320 W. 83rd St., Chicago 20, Ill.

Yes, send me full details on the following "hot" tools:

- |   |  |
|---|--|
| <input type="checkbox"/> New 7" Saw, List \$44.88             | <input type="checkbox"/> New 2 Speed Drill, List \$32.95         |
| <input type="checkbox"/> New Oscillating Sander, List \$24.95 | <input type="checkbox"/> New Jig Saw, List \$29.95               |
| <input type="checkbox"/> New 33-piece Drill Kit, List \$25.26 | <input type="checkbox"/> New 1/2" Reversible Drill, List \$39.98 |

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

My Preferred Distributor \_\_\_\_\_



# Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 127

August, 1958

No. 8

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## D & M Sports Equipment



Everything you  
need to win...  
the selling game

Why "roll-your-own" trying to assemble a complete line of sports equipment that will sell? Eliminate brand confusion, inventory problems and duplication with the fast selling Draper-Maynard high-quality line.

- ★ A complete line of sports equipment
- ★ High-quality insures repeat sales
- ★ Nationally famous brand name
- ★ All price ranges
- ★ Approved Youth League equipment
- ★ MacGregor golf balls and tennis equipment
- ★ Complete catalog presentation of line
- ★ Quick delivery from wholesaler
- ★ Faster turnover—higher profits

Like to have the full story? Write today for complete information, catalogs and name of your nearest Draper-Maynard wholesaler.

## DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. • Cincinnati 32, Ohio

# BUSINESS TRENDS

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- ▶ **Business Outlook**—At the year's halfway point the consensus of opinion among the experts is that the business decline has hit bottom and will now give way to recovery. Already, production is holding steady and is expected to expand. Employment will head up along with personal incomes. By early 1959 total spending may be nearing previous record levels. For the remainder of 1958, the outlook is bright: U.S. population is supposed to increase another 1.5 million; auto sales will pick up; 500,000 more houses will call for a new outburst of TVs, and appliances of all types; and with some of the steam taken out of inflationary pressures, the cost of living will tend to be more stable in the months ahead.
- ▶ **Personal Incomes**—Throughout the period of business decline the blow has been softened by the steady flow of personal income. Income stability has been chiefly responsible for the continued high rate of consumer spending. Consumer spending on services has had an uninterrupted rise, while retail sales by May had recovered about half their decline. In May, consumer income was at a rate of 344.3 billion dollars, up more than a billion from April and from May 1957.
- ▶ **Retail Sales**—The steadiness of consumer demand has helped to hold retail sales up at a time when production has decreased. In May, retail sales were about one percent below a year earlier. Sales of durable goods were down about 10% for this period. Hardware sales showed up a bit better. As the year's second quarter opened, sales by dealers in the lumber, building and hardware group were approximately 2% above a year earlier.
- ▶ **Construction**—A significant upturn in construction activity should stimulate activity in other industries in the months ahead. In May, building contracts soared above 3.4 billion dollars, the highest figure ever reported for any single month, according to the F. W. Dodge Corp. Even so, this was but one percent ahead of May 1957. Home building contracts totaled about 1.4 billions, 4% above May, 1957.
- ▶ **Employment**—The total number of people at work rose from April to May, reaching 64.1 million. In mid-June insured unemployment declined to 2,700,000; 315,000 below a month earlier.
- ▶ **Steel Production**—Continuing the upturn that began in early May, steel production in late June was at the rate of 64.9% of capacity. The production increase has been due in part to orders placed by customers in hopes of getting delivery before an expected rise in steel prices. However, at press time steel company officials were still hesitant in boosting prices.
- ▶ **Farm Income**—Best news for dealers throughout much of the South is the improved financial position of farmers. Farm cash receipts in the first five months of 1958 were up a solid 9% from the '57 period.

**THERE'S  
STRENGTH  
IN A NAME**



**NIXDORFF-  
KREIN**

**CHAIN**

**NIXDORFF-KREIN MANUFACTURING CO.**  
916 HOWARD STREET • ST. LOUIS 6, MO.

JOHN T. EVERETT & COMPANY • SALES REPRESENTATIVES • MEMPHIS 4, TENN.

# GREATEST ADVANCE IN ACCURACY IN 17 YEARS

PLUS  
EASIEST  
READING  
DIAL  
IN  
BATH  
SCALE  
HISTORY



**ACCURACY**—The new Detecto stabilized mechanism (guaranteed by patent) gives you a great accuracy story! Result of three years research, Detecto's new mechanism is actually suspended from the case ...records weight with watchmaker precision *even on soft carpets and uneven floors!*

**READABILITY**—No more squinting or squatting. Detecto's new 4-inch Hi-Fi, high style dial gives superlative, distortion-free reading! No *bigger* dial on any bath scale at any price. A tremendous plus your customers can *see!*

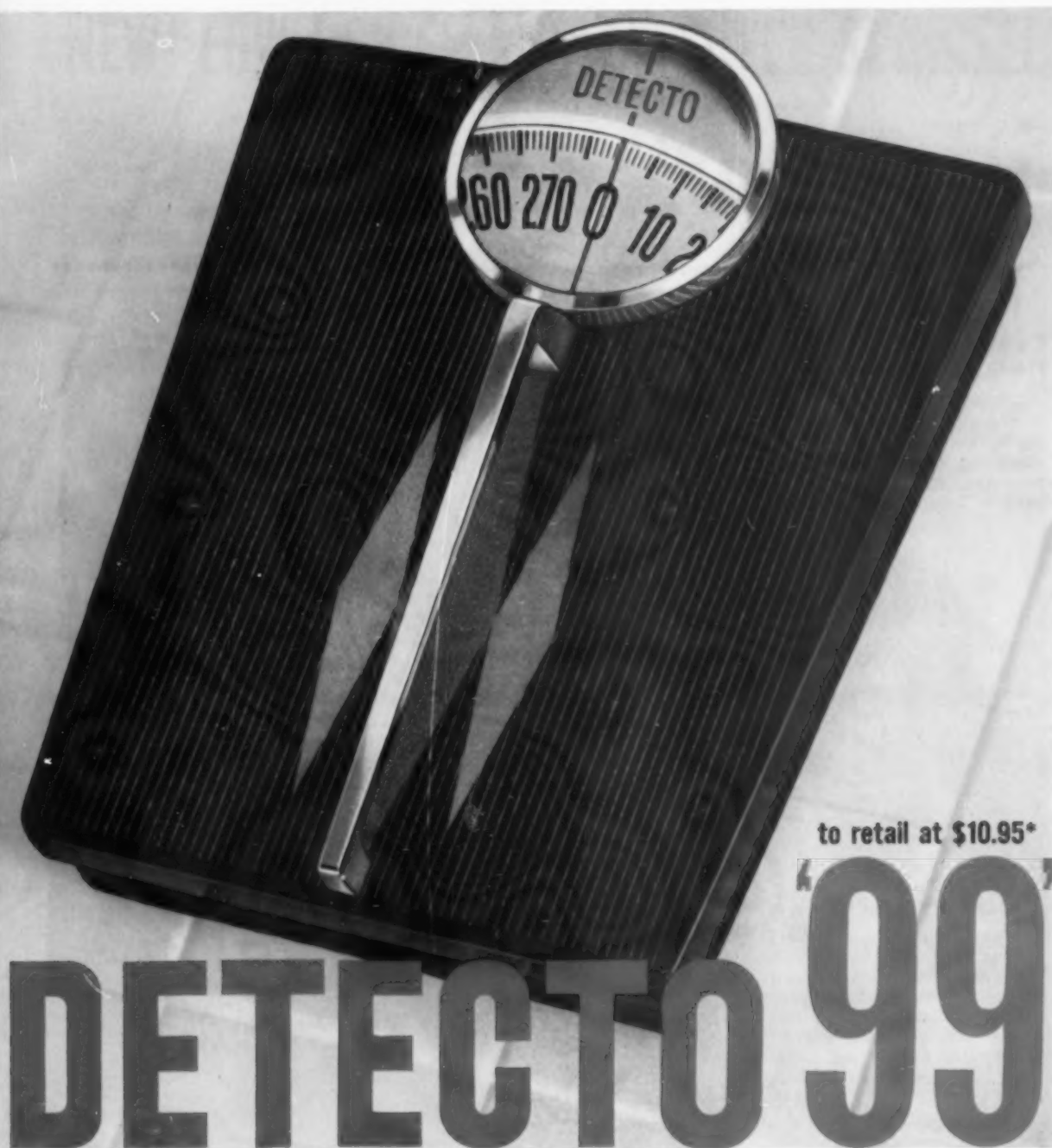
**STYLING**—New Detecto '99' is slim, smart, modern...the perfect accent for the most elegant bathroom. Styled by the noted designer, Harry Preble, Jr.

**STAIN-PROOF MAT**—Beautiful, stain-proof Mylar mat looks new for the life of the scale, cleans with just a whisk of a damp cloth.

**PRICE**—New Detecto '99' will retail at only \$10.95\* ...a volume price for volume sales! No other scale at any price comes near it—for accuracy, readability and decorator design!

**PROFIT**—Detecto '99' is the most profitable scale





to retail at \$10.95\*

# DETECTO 99

you ever sold! Here, for the first time in 17 years is a scale that's totally new from its mechanism to its mat! Stock it! Push it! Promote! You can't miss with '99'!

*Detecto's profitable line of color-matched scale and vinyl hamper ensembles produce greater volume and larger unit sales!*



**THERE IS ONLY ONE DETECTO**

**DETECTO SCALES, INC.**  
550 Park Avenue  
Brooklyn 5, N. Y.

Yes! Send me complete information on new Detecto '99' and Hamper Ensembles.

NAME.....

FIRM.....

ADDRESS.....

CITY.....ZONE.....STATE.....

\*Slightly higher west of the Mississippi

# INDUSTRY NEWS

## Campbell Chain Elevates Hally to Vice-Presidency

ALBERT A. HALLY has been named vice-president for marketing, Campbell Chain Co., York, Pa., according to George J. Campbell, president. Hally joined the company in 1954 as sales manager.



Albert A. Hally

Prior to joining Campbell Chain, Hally had been regional sales manager of Dennison Manufacturing Co., then sales manager, merchandising manager, and director of sales planning for the Permacel Tape Division of Johnson & Johnson.

## Kraeuter Announces New Prepaid Shipment Policy

KRAEUTER & Co., Inc., Newark, N. J., recently announced that prepaid shipment will be made on future orders billed in excess of \$200 or weighing more than 100 pounds.

These changes were outlined in a comprehensive new catalog published by the century-old maker of pliers, snips, chisels, punches, and star drills.

Kraeuter also reported that it now is making its vinylite "Cushion Grips" available on a broadened range of its tools at no extra charge.

## Russwin Appoints Two Sales Representatives

WILLIAM J. ZIEGENHEIN, vice-president, Russell & Erwin, New Britain, Conn., announces the appointment of F. C. Shelton, Jr., as sales representative in the Texas territory, and the appointment of Daniel B. Gilmore, Jr., for the Georgia and Alabama territory.

Shelton previously owned his own company for installation and repair services and for the past 2½



Shelton

Gilmore

years has been a hardware salesman and estimator.

Gilmore has been associated with Russwin for several months as a salesman, and was formerly an estimator and salesman in contract and special hardware.



## 1,000th Space Sold for Annual Trade Exposition

FRANK M. YEAGER, right, managing director of the National Hardware Show, shows Charles Snitow, president, the location of the 1,000th exposition space sold for the annual trade exposition to be

held September 29 through October 3 in the Coliseum at New York City. More than 40,000 buyers are expected to attend the show.

Among the new features of the 1958 National Hardware Show this year will be an extensive exhibit of porch, patio, and garden furniture.

# NEW! LOW PRICE LANGLEY SUPER SPINREEL!

## *Langley* "777"

HAS LANGLEY'S  
TWO-POINT SHAFT  
SUSPENSION

HAS THE LANGLEY  
DOUBLE-MATIC FEATURES  
1. Automatic anti-reverse  
2. Automatic self-centering

For the first time—at a new low price—this new economy spinreel brings famous Langley features within the scope of every budget-minded sportsman. Model 777, finished in a beautiful crackled gray and green... has fine balance and increased durability.

ADVERTISED PRICE

**\$13<sup>95</sup>**

LANGLEY CORP. DEPT. 14, 310 EUCLID AVE.,  
SAN DIEGO 12, CALIFORNIA



### the Multi-Purpose WASTE RECEIVER

Every model in the complete line of SANITARY WASTE RECEIVERS is designed for a purpose. Careful planning, based on proven sales records, provides you with only the fast-moving, top-selling models. There is no profit loss from "dogs" or year-end "dumping" . . . SANI-CANS are in

demand throughout the year, season after season, with steady, year-round profits for you. Every home, store, shop and office needs one or more modern SANI-CANS for convenient disposal of waste or litter. A SANI-CAN for every purpose brings bigger profit opportunities for you.

SANI-CANS offer a choice of standard open and patented step-on models, in popular sizes and attractive decorator colors, white, chrome and copper plate finishes, that command attention and compel buying action. See the SANI-CAN man in your locality or write the factory for prices, discounts and delivery schedules TODAY.

**SANITARY RECEIVER CO., INC.**  
Dunkirk, N. Y.

*The Original Step-On Receiver*



For steam, hot or cold water, oil, gas and compounds.

### Sensitive . . . Noiseless

Designed for rugged service. These valves are also available with rubber poppets for use with air or cold water. Sensitive in operation. Work in any position. Made in seven sizes, 200 lbs. pressure. Won't stick. We will design special Check Valves. Tell us your needs.

Write today for Bulletin 204, or telephone Harrison 3313 today.



Write for  
FREE Catalog.

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE, INDIANA

## Deluxe *Rapidayton* MULTI-STAGE Champions\* 0 to 200 ft.

For *maximum profit*, sell UP to these completely deluxe Rapidayton multi-stage Champions. Big and powerful, they give the higher capacities and pres-

sures needed for contemporary living. The incomparable Twin is *multi-stage, convertible, and fully packaged*. What a profitable combination!

### The Twin Champion

America's No. 1 all-purpose water system. Big volume, big profit—covering 85 to 90% of the entire jet pump market! Two stages, convertible, packaged with 13- or 30-gal. horizontal or 42- or 52-gal. vertical tanks. Exclusive Quick-Connect flange saves up to \$10 in time and materials. Reaches to 150 feet, pumps full capacity at 40 lbs. pressure, and delivers up to 1250 g.p.h. Completely deluxe and quality-built. Retail in same price range as most deluxe single-stage pumps.



### Vertical and Super Champs for "over-the-well" installations



**Vertical Champion**—single and two-stage for depths 20 to 150 feet, with capacities ranging up to 1220 g.p.h. Easy to install with exclusive recessed base.



**Super Champ**—two and three stages, for depths 20 to 200 feet. Axial flow principle. Capacities up to 1350 g.p.h., pressures to 87 lbs. ALL-BRASS internal construction.

## Deluxe *Rapidayton* SINGLE-STAGE Champlons\* 0 to 80 ft.

Here are the unmatched *volume and profit builders* among all jets: the completely deluxe Rapidayton single-stage Shallow Well and Convertible Cham-

pions. With these systems you can capture the entire heart of the jet market. Solid, "sellable" features, many exclusive. Priced just above the lowest.

### Shallow Well Champions

The most popular pump in America today. True premium quality and superior performance at a low price. Completely deluxed. Compare its quality, installation, and performance features, one by one, with any other shallow well pump made. Quad-Volute self-priming design; open, separate motor mounting bracket; one-piece bronze impeller; 56-frame heavy-duty capacitor motor. Packaged with stainless steel and horizontal and vertical galvanized tanks, 4- to 42-gal. sizes. Pumps up to 1730 g.p.h.



### Convertible Champions

The original Convertible Champion, widely imitated but never equaled. A big system, completely deluxed—with outstanding features, many exclusive and new. Converts from shallow to deep well (reaches to 80 ft.) without additional pump parts. Exclusive Quick-Connect flange saves up to \$10 in time and materials. Quad-Volute self-priming design. Packaged with 4-gal. stainless steel, 13- and 30-gal. horizontal and 42-gal. vertical galvanized tanks. Delivers up to 810 g.p.h.



## Low-priced *Rapidayton* SINGLE-STAGE Jetstars\* 0 to 80 ft.

**NEW!** Quality-built Jetstar Shallow Well and Convertible systems at *hard-hitting competitive prices*. Their high performance and dependability will bring

you lasting customer satisfaction along with *maximum profits*. Basic parts have high degree of interchangeability with Rapidayton Champions.

### Shallow Well Jetstar



**NEW!**

A big new pump, a real quality pump—and outstanding deluxe features. With a price so low, and a trade discount so generous, you can dominate a highly competitive situation at substantial profit! Fully packaged. Quad-Volute design. Capacities up to 1250 g.p.h.

### Convertible Jetstar



**NEW!**

Stock this one new, low-priced competitive system for any well 0 to 80 ft. Converts from shallow to deep wells without additional pump parts. Completely packaged with stainless steel or horizontal and vertical galvanized tanks. Exclusive Quick-Connect flange. Delivers up to 750 g.p.h.

Do business with your *Rapidayton* wholesaler for Rapidayton jet, submersible, reciprocating pumps and water systems • water softeners • cellar drainers



America's most **COMPLETE** and **FASTEST SELLING** line

# *Rapidayton*

## **JET PUMPS**

### Tailored to **YOUR NEEDS**

**For MORE Volume and Profit**  
**MORE Promotional Advantages**  
**MORE Installation and**  
**Service Advantages**

Whatever you need in jet pumps to secure *maximum volume and profit* in your area, you have it with Rapidayton—America's most complete and fastest selling line.

With Rapidayton you have a jet pump or system to surpass *any competition*, be it quality, features, performance, or price—or a combination of these. And you have a tremendous long-range promotional advantage when you can select from *one* nationally-known, accepted brand, anything from the most deluxe water system to the most competitive, anything from the smallest package system to the largest, and anything from a single-stage shallow well, through single- and multi-stage convertibles, to vertical multi-stage deep well models.

You *profit more* with Rapidayton jets, for there's a pump tailored to your exact needs. And you *profit more* because you've got more pump to sell—more



deluxe quality features, many exclusive and new. Among these are the Quad-Volute self-priming design; big, heavy-duty long-lasting 56-frame motor; an open, separate motor mounting bracket (which prevents moisture from pump entering motor); and, on all convertible models, an exclusive patented Quick-Connect flange which saves up to \$10 in time and materials. Interchangeable parts (only a handful needed) keep inventory low and make service easy.

Stock and sell Rapidayton—the jet line that has **EVERYTHING**. Do business with your Rapidayton wholesaler today. Generous trade discounts.

#### **Packaged for PROFIT!**



Rapidayton jet water systems are fully packaged with 4-gal. stainless steel tanks (10-yr. warranty) and with horizontal and vertical hot-dip galvanized tanks in all the popular sizes.

# *Rapidayton*

division

The Tait Manufacturing Company, Dayton 1, Ohio  
Established 1908 as The Dayton Pump and Manufacturing Co.

## Knight & Wall Co.'s Seminolian Scheduled for September 11-12

KNIGHT & WALL Co.'s annual merchandise show—the Seminolian—scheduled for September 11 and 12 in Tampa, Florida, will be the biggest and best ever held, according to a recent announcement from Frank Cooper, III, president and general manager.

The event this year will serve two purposes: to celebrate Knight & Wall's 75th anniversary, and, of course, to sell merchandise. To this end the products of more than 100 manufacturers will be on display for the benefit of visiting hardware, lumber, and building materials dealers who are expected to attend from throughout central and southwest Florida. The general public will not be admitted to the show.

### New Location

Staged again after a year's absence, the 1958 Seminolian will be held in the large Electrical Exposition Building located in the Fair Grounds approximately one mile from the company's warehouse. The show will get under way at 10 a.m. on opening day and the doors will not close until 10 p.m. that evening. A similar schedule will be followed the second day.

Every effort is being made to assure dealers the most impressive merchandise exhibit yet presented by the company. Because of space limitations in the past manufacturers had been limited to relatively small booth areas. With more space available this year manufacturers have been urged to use in the Seminolian the displays used in such large trade exhibits as the National Hardware Show.

Plans emphasize this event as a selling show with nothing to interfere with that objective. A snack and coke bar will be in continuous operation during the entire show period with all food and drinks served free to the company's customers and participating manufacturers. The company has announced that there will be no dinners, lunches, or banquets to take up the customer's buying time.

All of Knight & Wall's customers who wish to remain overnight will



F. M. Cooper, III

be lodged at the Hillsboro Hotel in Tampa with all expenses paid by the company.

### 75th Year

This year's Seminolian will be a fitting recognition of the company's founding 75 years ago, when two young Tampa men, H. L. Knight and Perry G. Wall, envisioned the need for just such a business to serve central and southwest Florida. From a modest beginning in a 22 by 60 foot wooden building at Washington and Marion streets in Tampa, the company has expanded to its present position, through the years adding larger facilities and improving its services.

The company's 75th birthday anniversary coincides with an anniversary for F. M. Cooper, former president, and presently chairman of the company's executive committee and board of directors who is observing his 55th year of association with Knight & Wall.

Mr. Cooper, a widely-known figure throughout the industry, became vice-president and assistant manager of the company upon the death of H. L. Knight in 1919; and president and general manager of the firm in 1944 upon the death of Perry G. Wall. Mr. Cooper retired as president in 1954, becoming chairman of the board in 1954 and chairman of the executive committee in 1956.

## Reynolds Metals Moves Sales Headquarters

THE SALES HEADQUARTERS of Reynolds Metals Co. recently moved from Louisville, Ky., to Richmond, Va.

All of the aluminum company's headquarters functions—including manufacturing, marketing, advertising, research, and corporate groups—are now located in Richmond.

Headed by David P. Reynolds, executive vice-president for sales, over 400 sales employees were involved in the mass transfer.

Unaffected by the move are seven Reynolds aluminum fabricating plants in Louisville.

★

## W. O. Austin, Jr. Named Red Devil Sales Manager

THE APPOINTMENT of William O. Austin, Jr., as sales manager of Red Devil Tools, Union, N. J., is announced by John L. Lee, executive vice-president of the firm.

In his new position, Austin will be in charge of the entire sales department, traveling throughout the United States.



William O. Austin, Jr.

He joined Red Devil in 1950 in the Philadelphia office as a district sales manager. Three years ago he was transferred to the Los Angeles office in the same capacity, and later was named western regional sales manager in charge of 11 states.

## John H. Graham Elects Buckley Vice-President

JOHN S. BUCKLEY recently was elected vice-president, John H. Graham & Co., Inc., New York, N. Y., national manufacturers' agents of hardware, housewares, garden and building supply, and sporting goods products.



John S. Buckley

Buckley joined the company in 1945. In 1946 he was made assistant export manager. In 1956, he was elected account vice-president, garden tools.

## Hough to Represent Pennsylvania Lawn Mower

APPOINTMENT of Carter Hough, Jr. & Associates, Jacksonville, Fla., as manufacturers' agents to handle the sales of Pennsylvania lawn mowers in the states of Alabama, Florida, Georgia, Mississippi, and Tennessee, is announced by A. M. Tinker, sales manager, Pennsylvania Lawn Mower Division, American Chain & Cable Co., Inc., Exeter, Pa.

## Arvin Purchases J & L Ironing Table Business

PURCHASE by Arvin Industries, Inc., of the ironing table business of Jones & Laughlin Steel Corp. was announced recently by Glenn W. Thompson, Arvin president.

Included in the purchase are the trade name "Met-L-Top" and "Glide-Easy," patents, designs,

tools and equipment, materials and supplies and finished goods of the steel company.

## Independent Hardware Show Schedule Announced

THE THIRD ANNUAL Independent Hardware Exhibit is scheduled to be held in New York City from September 28 through October 3, and will be located at the Barbi-zon-Plaza Hotel.

The 1957 exhibit had 130 exhibitors and attracted nearly 4,500 buyers, show executives reported.

## Belknap Elects Bondurant to Board of Directors

AT THE ANNUAL stockholders' meeting held recently by Belknap Hardware and Manufacturing Co., Inc., Louisville, Ky., E. R. Bondurant was elected a director of the company. He has been with the company since 1911 and has been buyer of electrical goods and appliances since 1947.

The following directors were re-elected: Charles W. Allen, Jr., John H. Anderson, Charles C. Bassett, William B. Belknap, Charles R. Bottorff, Berl Boyd, Houston H. Burnett, William R. Caskey, Dara E. Cross, Dara E. Cross, Jr., Mark B. Davis, Lee E. Dentinger, Charles Allen Gage, Edward W. Heller, Fred Kimmel, Jr., George E. Martch, Guy P. Metcalfe, Charles B. Price, Charles B. Price, Jr., Russell Procter, Joseph A. Shearer, Dayton Holloway Short, Robert L. Stein, George C. White,



E. R. Bondurant

Richard A. Whitty, Bersot G. Wilhoyte, and Andrew J. Winbun.

## Chattanooga Royal Names Sales Vice-President

ROBERT C. GUNDAKER recently joined Chattanooga Royal Co., Chattanooga, Tenn., as vice-president in charge of sales and advertising. He was associated with the Sunbeam Corp. for 11 years in various field and sales management positions prior to his present assignment.



Robert C. Gundaker

Chattanooga Royal manufactures the Royal Chef line of portable barbecue grills and recently introduced a line of gas-fired wall heaters under the trade name Royal and a line of gas-fired central heating furnaces and air conditioners merchandised under the trade name Chattanooga.

## 36th Gift & Jewelry Show Opens in Dallas August 31

THE 36TH ALLIED Gift & Jewelry Show will be held in Dallas, Texas at the Hotel Adolphus during the week of August 31 through September 4. Some 275 exhibitors representing over a thousand lines of newly created merchandise have display space.

The Allied Gift & Jewelry Show's buyers' party for buyers only will be held on Monday night, and the dinner-dance for buyers and exhibitors will be held on Tuesday night.

## Beck & Gregg's Merchandise Show Set for August 31-September 3

MORE THAN 150 manufacturers will exhibit their products at the annual Fall Merchandise Show scheduled by Beck & Gregg Hardware Co. for August 31-September 3 in Atlanta, Ga.

Once again the show will be held in the exhibit hall of Atlanta's Biltmore Hotel.

Dealer customers from throughout the five-state area served by Beck & Gregg have been invited to the event. To make it more convenient for dealers to get away from their businesses, the show is being held during the labor day week-end, officially getting under way at 2:00 p.m. on Sunday, August 31. The doors will remain open until 9:00 p.m. that evening. For the remaining three days, show hours will be from 9:00 a.m. to 9:00 p.m.

The show has been further enlarged this year, and between 95 and 100 booths will be used to display merchandise from all of the company's nine divisions. Much of the merchandise on display will be available to dealers at special prices.

Once again factory representatives will be on hand in the booths to help customers in the inspection of merchandise and to answer any sales and merchandising questions that dealers may bring to them.

Beck & Gregg's entire staff of salesmen will be available to help customers during the entire four-day period of the show.

To promote dealer attendance, the company is using a series of five mailings to dealers. Then five days prior to the opening of the exhibit, dealers will receive an engraved invitation from W. A. Parker, president of Beck & Gregg.

Various prizes will be awarded to dealers following a special drawing the last night of the show. Dealers whose tickets are drawn do not have to be present to win.

### Puritan Cordage Mills Acquires Blue Ridge Cord

THE ACQUISITION of the Blue Ridge Cord Co., Hendersonville, N. C., by Puritan Cordage Mills

of Louisville, Ky., is announced by William C. Ballard, Puritan executive vice-president.

### Reynolds Aluminum Opens Jacksonville Warehouse

FORTY-FOUR YEAR old Reynolds Aluminum Supply Co., Atlanta, Ga., formerly Southern States Iron Roofing Co., has announced the establishment of a complete warehouse operation in the city of Jacksonville, Fla.

In addition to its inventory of aluminum, galvanized and stainless steel and copper industrial metals, the new warehouse, located at 1612 East Eighth St., will have on hand a complete range of aluminum and steel roofing, insulation products, rain carrying equipment, Color-weld awning supplies and many other building products.

### Kentuckian Honored



Congratulations are in order for Leroy R. Stevens, left in photo, buyer of lawn supplies and housewares for Stratton & Terstegge Co., Louisville, Ky. wholesalers, for the honor conferred on him in the dedication of the Leroy Stevens School for Retarded Children. He is president of the Kentucky Association for Retarded Children, and serves on community, state, and national groups to further the children's interests

### Whitmer to Head Southern Sales Staff for Simon

THE ED. W. SIMON Co., sporting goods manufacturer, recently named Dave Whitmer to head its sales staff covering the South. Whitmer has served for the past 10 years as representative for the company in the New England and Mid-Atlantic areas.



Dave Whitmer

Offices have been established in Atlanta to cover the Carolinas, Florida, Alabama, and Mississippi, as well as Georgia.

Atlanta becomes one of four affiliated offices for the New York-headquartered Simon organization. Others are in Dallas, Kansas City, and Evanston.

Major lines represented by Whitmer will include Sunset Fishing Lines; O. Mustad & Son, fish hooks; Uncle Josh Bait Co.; Frank A. Hoppe, Inc., gun cleaning products; Iver Johnston, shotguns and revolvers; Audley Holster & Leather Goods; and J. DeBeer & Son, baseballs and softballs.

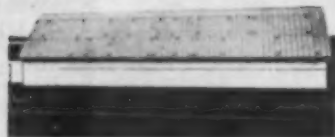
### Payne Joins WGM Staff as Sales Administrator

WEST GEORGIA MILLS, Inc., of Whitesburg, Ga., recently appointed John B. Payne sales administrator. Before Payne joined West Georgia Mills, he was associated with the Clonay Corp. as sales supervisor and branch manager of the Southeastern states.



**General Offices: Fairfield, Alabama**

**A smart farmer  
owns this barn!**



**Tennessee Coal & Iron  
Division of  
United States Steel**



This is  American Fence

for the best and longest protection  
your fields can have!



Tennessee Coal & Iron  United States Geological Survey



Mathias A. Klein



Mathias A. Klein, Jr.



Richard T. Klein

## Fourth Generation Kleins Assume Executive Posts

MATHIAS A. KLEIN, president and treasurer of Mathias Klein & Sons, Chicago, Ill., announces the election of Mathias A. Klein, Jr., as vice-president and Richard T. Klein as secretary of the company.

Mathias Klein & Sons, in its 101st year, is under management of the third and fourth generations of the Klein family. The company was founded in 1857 by Mathias Klein, grandfather of the present president.

## Weakley-Watson Expands Branch Operations

W. LEE WATSON, partner-manager of Weakley-Watson Hardware Co., wholesale organization of Brownwood, Texas, announces the company's plans to begin construction of a new warehouse and branch in Midland, Texas. Construction is scheduled for completion about September.

The building is to be of masonry construction with face brick and plate glass front. It will include display room, office, and service counter, as well as a coffee bar. The offices and display room will be air conditioned.

A full line of hardware, plumbing, and electrical supplies will be stocked to service the Midland-Odessa area. Mr. Watson states that although the company has travelled this area for many years, heretofore, all deliveries have been made by truck from Brownwood.

The building is located on a site with ample room for expansion and is on the Texas and Pacific Railway.

## Veteran Shakespeare Rep. Ty Catron, Succumbs

TY CATRON, veteran Shakespeare salesman and dean of fishing tackle manufacturers' representatives in the Southwest, passed away on April 7 in a Dallas hospital after an illness of several months. He had suffered a heart attack in January.

Mr. Catron was born in Mississippi, served in World War I, and came to Dallas as a young man where he became associated with the firm of Cullum and Boren. He joined the Shakespeare Co. in September of 1926 and traveled Texas and Oklahoma for the Kalamazoo, Mich., tackle manufacturer for almost 32 years. He



Ty Catron

was a past president of the Dallas Gun Club and a member of the Texas Fish and Game Club.

He is survived by his wife, Mabel.

## Tyson Elected Executive Vice-President, CF&I

CHARLES R. TYSON has been elected executive vice-president of The Colorado Fuel and Iron Corp., according to a recent announcement by A. F. Franz, president.

Tyson is also executive vice-president of John A. Roebling's Sons Corp., a wholly-owned subsidiary with headquarters in Trenton, N. J. He has held this post since the Roebling firm was acquired by CF&I in December 1952, and has been a member of the board of CF&I since October 1953. He was president of the Roebling company prior to its acquisition by CF&I.

## CONVENTION DATES

**American Hardware Mfrs. Assn.** joint annual convention with the **National Wholesale Hardware Assn.**, Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17. Thomas A. Fernley, Jr., NWAHA managing director, 1900 Arch St., Philadelphia 3, Pa.

**National Hardware Show**, Sept. 29-Oct. 3, Coliseum, New York City. Sponsored by National Hardware Show, Inc., 331 Madison Ave., New York 17, Frank Yeager, director.

**National Wholesale Hardware Assn.** joint annual convention with the **American Hardware Mfrs. Assn.**, Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Thomas A. Fernley, Jr., NWAHA managing director, 1900 Arch St., Philadelphia 3, Pa. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17, N. Y.

**Walter H. Allen Co., Inc., 24th Annual Stockholders' Meeting & Merchandise Show**, Sept. 8-9, at Baker Hotel, Dallas. Walter H. Allen, president, 6210 Denton Drive, Dallas 35, Tex.



Silent Sioux has offered quality products for over 36 years. Full volume and shipping discounts allowed. For more information on the complete Silent Sioux line, contact your distributor or write.

# WATERBOY

AUTOMATIC

## SILENT SIOUX'S WATER TIMER VALVE

shuts off water  
automatically

Automatic sales for you—with this pre-sold, nationally advertised timer valve. Controlled moisture allows greater lawns, healthier plants without wasting water. One and two hour units available. "Waterboy Automatic" shuts off water at any time selected. Fits garden hose or iron pipe. Satisfaction proven since 1952. \$11.50 and \$13.50 retail.

EXTRA

SALES  
FOR YOU



with

"WHIRLWAY" WALL FAN

Solves heat circulation problems. Cuts fuel bills, provides greater comfort. Offers cool and refreshing air in the hot sticky months. Designed for easy installation.

SILENT SIOUX CORP., 8635 W. College Ave., Orange City, Ia.

*now selling on sight...*



## CAULK in the FOIL CARTRIDGE

Sales soar when you display CALBAR in the bright foil cartridge. It's the modern caulking compound in the modern package. The amazing automatic "stop-flow" at no additional cost takes the work and waste out of caulking.

CALBAR is also available in bulk cans and key squeeze tubes.

Ask your jobber about CALBAR guns, too.

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products

2612-26 N. Martha St., Phila. 25, Pa.

Over 38 years as the Nation's leading Caulk line

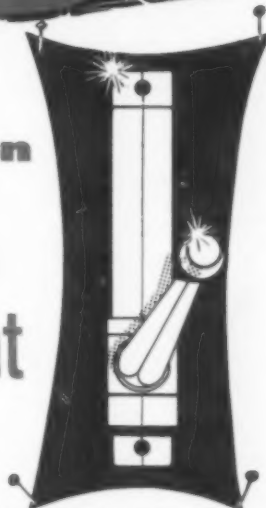


FROM

**A**nderson

THE

# universal replacement operator



FOR MODERN JALOUSIE WINDOWS

FITS RIGHT OR LEFT

Hardware sales go up... Stocking problems go down!



**SELLS  
ON SIGHT!**

This colorful point of sale counter carton promotes sales! Advertised nationally, this answer to the home owner's window problem is READY TO SELL because it is ALREADY IN DEMAND!

A COMPLETE  
**DO IT YOURSELF KIT**

The kit contains a heavy duty operator case with jackscrew gear mechanism, an adjustable link and all necessary screws, nuts, washers and ferrules for installation. The mounting template is printed on the box, plus complete instructions in simple terms.

WRITE FOR DETAILS

**A**nderson

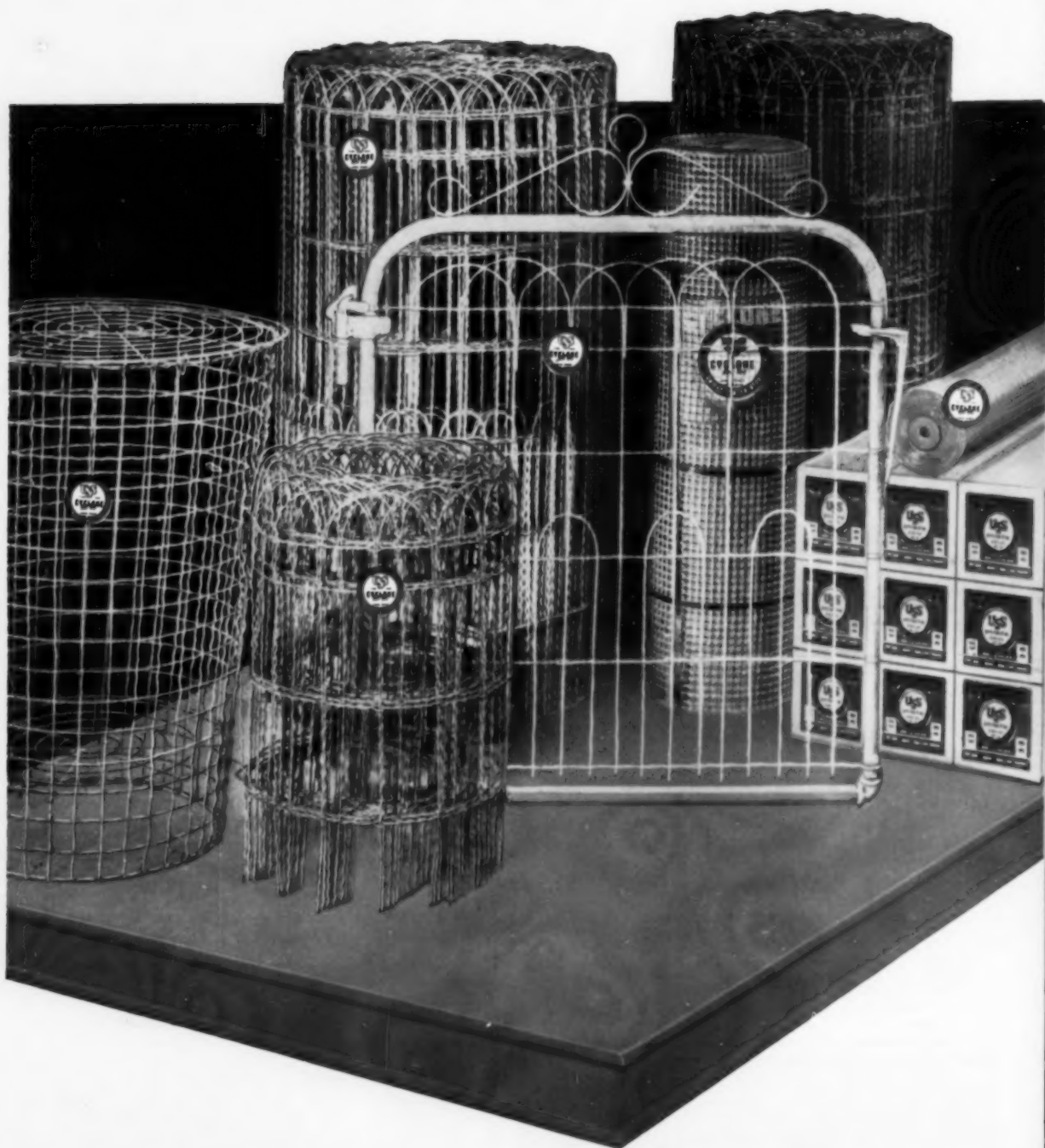
*Hardware & Mfg. Co.*

P. O. BOX 2562 RIO PIEDRAS, PUERTO RICO

Red Tagg says:



**"A display like this can help**





# you sell more Cyclone Products™

A special island display like this can help you sell more Cyclone Hardware Products. It shows your customers at a glance that you carry the complete Cyclone line—and often reminds the customer looking for screening that he can also use lawn fence or one of the other products. In addition, it gives you a good opportunity to display the famous USS Cyclone label.

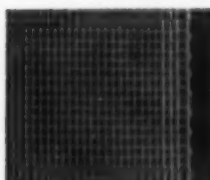
Every product in the complete Cyclone Hardware line is of top quality, built to assure your customers long service and good looks in insect screening, hardware cloth, burner baskets, lawn fence and gates or flower bed border. The superior quality of Cyclone Products—plus the sales appeal of the widely known USS Label—makes these products easy to sell—especially when you display them prominently.

Display ideas like this are part of the service provided by your jobber salesman. Call him today. He is completely familiar with all Cyclone Products. He knows how these products can be effectively displayed and merchandised and he can be very helpful in showing you how to build your business and increase your sales of Cyclone Hardware Products.

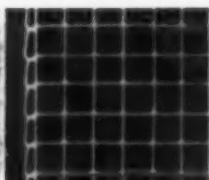


**Place your order now!**

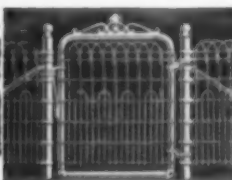
## USS Cyclone "Red Tag" Hardware Products



**Insect Screening** in Aluminum, Bronze, Galvanized Steel and Fiberglass in a variety of widths.



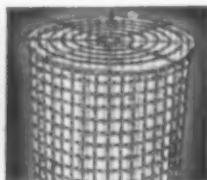
**Hardware Cloth** the woven fabric with the exclusive welded edge.



**Lawn Fence and Gates** in a variety of styles with either woven or welded construction.



**Flower Bed Border**, welded or woven style, is identical in construction to Lawn Fence.



**Catch-All Baskets** welded at every fourth insertion for extra strength and rigidity.

**Cyclone Fence Department**  
American Steel & Wire  
Division of



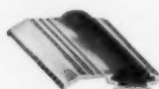
**United States Steel**

Cyclone Fence, Waukegan, Ill. • Sales Offices Coast-to-Coast • Pacific Coast Headquarters, Oakland, Calif. • United States Steel Export, New York

*It's easy to sell*

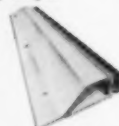
## NATIONAL Weatherstrip PRODUCTS

*Because* they're conveniently packaged, easy to install, are made of the finest materials, and are priced for fast turnover. Place a sample order today and you'll soon learn they're real money-makers.



**VINYL-INSERT THRESHOLDS**—No exposed screws, no hook strips. 3 widths (1 1/2", 3 1/2", 4")—any length.

**TWO-IN-ONE WEATHER-STRIP**—A doorstep-weatherstrip combination for windows or doors. Comes in 7' lengths.



**PACKAGED WEATHER-STRIP**—Bronze and aluminum—in standard sizes or 17' and 100' rolls.

**SEALER-STRIP**—Metal and felt weatherstripping. 17' of material in each box.



**INTERLOCK THRESHOLDS, SILLS, SADDLES**—Wide range of designs—all pre-cut ready for installation.

**LINOLEUM BINDING AND EDGING**—Brass, aluminum or stainless steel—in clear plastic packages (12'), or 75' lengths.



**"CASE-TITE" SNAP-ON WEATHERSTRIP**—For metal casements. No nails or screws needed. Comes in 6' lengths (bulk) or in cut sets.

**METAL AND FELT DOOR SWEEPS**—Choice of materials—3 metals, 2 colors, 2 felts.



ORDER FROM YOUR JOBBER TODAY  
OR WRITE FOR CATALOG



National Metal Products Co.  
2 Gateway Center, Pittsburgh 22, Pa.

## INDUSTRY NEWS



Elmore L. Finch



Vernon P. Hall



Paul M. Howard

### Langley Names Two New Regional Reps

LANGLEY CORP., of San Diego, Calif., has named two new district sales representatives to handle its complete line of spinning and casting reels, according to M. B. Ladon, vice-president and general manager of Langley.

Effective July 1, Elmore L. Finch, Dallas, Texas, was to take over the exclusive territory of Arkansas, Louisiana, Oklahoma, and Texas (except El Paso). Finch formerly was with Langley Corp. from 1947 through 1953.

Vernon P. Hall and Paul M. Howard of Hall and Howard, Thomasville, Ga., will handle Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Kentucky.

Hall has served as a manufacturers' representative since 1946. Howard, for nine years Southeastern regional manager for Ocean City-Montague, joined Hall as the Hall and Howard agency in July 1955.

field representatives maintained by Schoellkopf in Texas, Oklahoma, and Louisiana.

O'Neil, who has been associated with the wholesale hardware industry for over 25 years, formerly was employed by the Richards-Conover Hardware Co. He made his home in Oklahoma City and was vice-president and general manager of the Oklahoma Division of Richards-Conover.

### Hamilton-Skotch Corp. Elects New Officers

FOLLOWING A recent meeting of its board of directors, The Hamilton-Skotch Corp., Hamilton, Ohio, announced the election of Norman Orent as company president. Herbert Piker moved from the position of president to chairman of the board and Myron Piker was named executive vice-president. Edward Morgan was elected to the position of secretary.

### W. H. Morgan, Sales Head of Lee Hardware, Dies

W. H. MORGAN, sales manager of The Lee Hardware Co., Ltd., Shreveport, La., passed away June 2.

Mr. Morgan had been with the wholesale organization since September 1, 1957. Prior to that time he was city sales manager for Shapleigh Hardware Co., St. Louis, Mo., having joined that firm in 1940 from the old Simmons Hardware Co.

### O'Neil Named Sales Head of Schoellkopf Hardware

JAMES E. O'NEIL recently was appointed sales manager of the Hardware Division of the Schoellkopf Co., hardware wholesalers in Dallas, Tex. Announcement of the appointment was made by George H. Norsworthy, president of Schoellkopf.

Norsworthy stated that O'Neil's duties will consist of supervision and coordination of more than 20

## Savage Arms Elevates Two in Mower Division

A. W. SCHENCK recently was named director of sales, Lawn Mower Division, and O. E. Pauley appointed sales manager of the same division at Savage Arms Corp., Chicopee Falls, Mass.



A. W. Schenck O. E. Pauley

Schenck joined the Savage Arms Co., Utica, N. Y., in 1914. He became Export and New York office manager in 1925. In 1940 he was assigned to Chicopee Falls as assistant sales manager in charge of the Stevens division. Schenck helped to establish the Lawn Mower Division, of which he became sales manager in 1944. He was one of the organizers of the Lawn Mower Institute, of which he has been vice-president, chairman of the safety committee, and is the newly elected president for 1958-59.

Pauley came to Savage in 1953 from the C. M. McClung Co., Knoxville, Tenn. He covered the Middle Atlantic states for Savage and Worcester lawn mowers until his appointment in 1956 as assistant to the sales manager.

## Special Products Names Swain Sales Manager

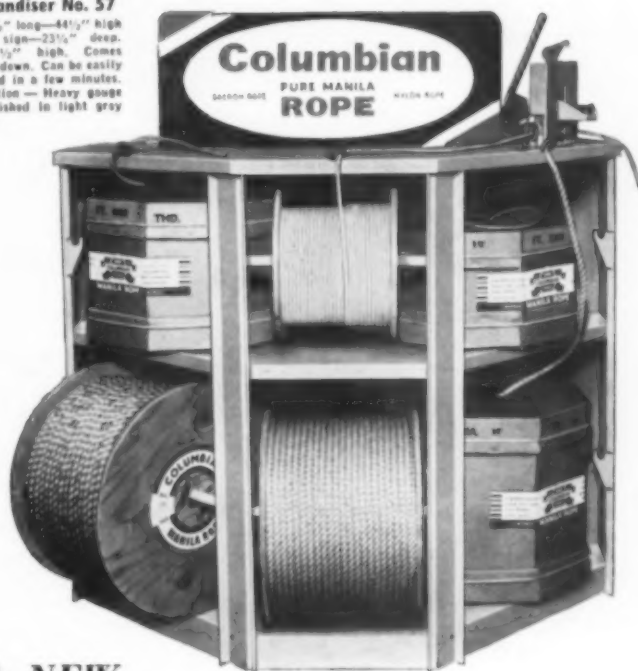
THE APPOINTMENT of Merrill Swain, Jr., as sales manager of the Royal line of fireplace furnishings is announced by William B. Hamilton, Jr., general manager, Special Products Co., Chattanooga, Tenn.

Prior to joining Special Products, Swain was a manufacturers' representative and operator of a fireplace equipment business in the Cincinnati area.

# sold at first sight

## Columbian Rope Merchandiser No. 57

Size 54 1/2" long—44 1/2" high without sign—23 1/2" deep. Sign—12 1/2" high. Comes knocked down. Can be easily assembled in a few minutes. Construction—Heavy gauge steel finished in light gray enamel.



## this NEW COLUMBIAN ROPE Merchandiser gives you a rope sales-making display

The better any product is displayed, the more it is sold. And the Columbian No. 57 Rope Merchandiser is a show-case that will make daily additions to your sale of rope.

The new Merchandiser will hold Colpacks, coils and reels and is equipped with a simple and accurate measuring device and cutter. You can complete a sale in the time it takes you to cut a rope. The unused rope remains coiled, ready for the next customer.

Columbian Manila Rope has a ready sale to boat-owners, homeowners, farmers—to everyone who uses rope. Shown in the No. 57 Merchandiser, it's an unbeatable sales and profit combination for you. For full information, write Columbian Rope Co., Auburn, N. Y.



## COLUMBIAN Rope Company

Auburn, "The Cordage City," New York

The Man Who Knows The Ropes Says, "Columbian!"



..... spiral wrapped  
single loop

## Reap a harvest of profits with **DIXISTEEL** Bale ties—Coiled baling wire

TRADE MARK

ASAE standard  
specifications .....



**Dixisteel Coiled Baling Wire is now available for these automatic balers:**

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

**ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA**



# Plumbing "Side Line"

*brings store \$55,000 annually*

**C**HARLES KERSEY, co-owner and manager of Thomaston Hardware Co., Thomaston, Ga., grossed \$15,000 in extra volume the first year he added an inventory of plumbing supplies. Last year, this "side line" activity grossed in excess of \$55,000 and is still growing.

"We began working the plumbing business five years ago," Kersey said. "We had had some calls for piping, and it was common knowledge that many residents who needed plumbing service were going out of town to get it.

"The first year I went into the plumbing business, I put in 50 bathrooms as part of an improvement on dwellings formerly with-

**By C. L. Lorentzson**

out these facilities. I sold a considerable number of fixtures and accessories on that job, and I think this officially launched me in the business.

"I started with a small inventory of galvanized pipe and fittings suitable for general house plumbing. Later, I added a number of accessories, such as bathroom soap dishes, medicine cabinets, bathtub mats, and fixtures including faucets, commodes, lavatories, tubs, and many types of valves. I also added well pumps, water heaters, and heating systems not long after."

According to Kersey, plumbing sales and service is a natural side line for the hardware dealer, particularly in a city like Thomaston where many of the residents like to do their own home repairs. "These folks already come into the store to buy their tools and other hardware items for fixing the house up. When they see the regular lines of plumbing items we have in stock, they know where to come for anything they need in this line in the future. They also pass the word along to their neighbors," he continued.

"The plumbing service you provide also works to build your in-store traffic, resulting in more



Charles Kersey examines ballcock of commode tank for possible damage in shipping before delivery to customer. Note pump, right, another item that sells well



Customer buys 6' length of pipe, and waits while Kersey threads it



Local plumber, right, picks up  $\frac{3}{4}$ " cap and nipples for a steam line he is repairing. Kersey shows him a valve from among those displayed on parts counter



Thomaston Hardware is on main street leading to city and is the first hardware store between city and a mill village recently incorporated into Thomaston proper

sales. Recently, a local manufacturer sold 750 houses to its workers and 450 of these homes had the old flush valves on the commodes. I found out about the forthcoming sale, and knowing that the mill maintenance supervisor previously had maintained these homes and that these valves were not stocked by anybody in town, I found out where the valves came from and ordered a \$250 stock of them with all necessary spare parts. Now, I get most of the repair business on these valves, and folks also know I stock them in the store.

"To provide service for our plumbing customers, I lined up

two plumbers who work full-time for the mill. I give them \$2.00 an hour for working on plumbing jobs for me on their off-time. They provide their own tools and transportation; however, I carry a non-ownership insurance policy on the truck which one of them owns.

"I usually quote on plumbing jobs by the ordinary methods. I get a floor plan, estimate the materials and labor, and add a profit. On smaller plumbing jobs, I work on a time and materials basis or by contract, as the homeowner wishes.

"Jobs may be on a cash or credit basis. For customers wanting credit, I have home improvement loans

lined up through a bank. Non-recourse loans are made at 6% interest. We fill out the forms and send them through, and the bank checks them out."

Most plumbing service jobs can be serviced adequately with a small inventory of piping fixtures and spare parts. Kersey stocks galvanized and plastic piping in sizes ranging from  $\frac{1}{2}$ " to  $1\frac{1}{2}$ " in diameter. He also stocks some 2" galvanized pipe. However, the bulk of the business is in the smaller sizes. Copper piping in  $\frac{1}{4}$ " through  $\frac{3}{4}$ " sizes is used frequently.

Cast iron soil pipe in 2", 3", and 4" diameters plus all necessary fittings fill out the pipe inventory needed. The 2" size is used for sink drains, the 3" size is for venting bathrooms, and the 4" size is used principally for sewer lines. Every bathroom job uses a combination of all three of these sizes in addition to considerable footage of the galvanized pipe, according to Kersey.

Plumbing installations offer a means to increase volume substantially. "The average bathroom installation in the city, with a heating system required also, will bring around \$750. In the country, the bathroom would probably run from \$900 to \$1,000 with a well-pump and septic tank as necessary parts of the installation."

A pipe machine that cuts, reams, and threads piping was added when volume indicated its need. It costs around \$500 and it pays for itself, according to Kersey.

"If a customer comes in for a 3' piece of pipe, I sell the pipe, then charge an additional amount if he wants the pipe threaded. The charge is 15 cents to thread pipe up to 1" in diameter; 25 cents to thread pipe over that size.

"The word is pretty well around now about the machine and many people bring pipe in to be re-threaded or cut to a desired length. After the freeze recently, I had a line of customers waiting at that machine as well as a real rush on valves and other plumbing items.

"That freeze proved something else to me. It completely proved the advantages of having a plumbing side line. When most other businesses were closed or doing no business, we were fairly swamped. Though the freeze was really unusual, wintertime generally is

(Continued on page 50)

# Service Shop Earns \$800 Monthly Volume

By Lee Corkill

USING A SMALL room in the back of the store, Menier Hardware, San Antonio, Texas, in two years, has developed its service department into a profitable activity. It now earns a gross volume of \$800 in average months, and a much higher volume during the summer months, when home-owners are using regularly their power lawn mowers, edgers, and other implements.

"We had to put it in," stated Owner Vincent J. Menier, who has served as president of the San Antonio Hardware Association, "because our customers demanded it. They kept bringing in broken items and asking me to fix them. Pretty soon, I was spending more time repairing things than I spent out in

the store serving customers."

When he decided to put in a service department, Menier employed C. C. "Ben" Fiester on a full-time basis. A likeable man, Fiester is a master mechanic who can repair everything from boilers to bicycles, and in slack moments he does a top-notch job of selling in the store. On top of this, he is a member of the National Locksmith's Association, and does all the key and locksmith work, which is a basic part of Menier's service facilities.

The store is a service dealer for both Briggs & Stratton and Clinton engines, which are installed on many of the power mowers manufactured today. This draws quite a bit of business itself, and the cus-



Repair shop is located in a small room in the back of store. Menier here checks listing of tool specifications

tomer is always told that he can get anything else repaired there. "After awhile," Menier stated, "people get to know about it, and the business rolls in."

Just what items can Menier Hardware service? They comprise a long list: power mowers—engine and parts repair, blade sharpening; saws—filing, sharpening, setting; boilers—and allied items such as hot water heaters; air conditioners; electric trains; guns—rifles, pistols, shotguns, new firing pins, riflings, trigger mechanisms; electric and gasoline motors; refrigerators—recharging with freon; dishwashers; bicycles; toys—any and all kinds; and all types of small household appliances such as toasters, coffeemakers, mixers, and waffle irons.

When it comes to the lock and key business, Fiester feels that they have a jump on other hardware stores because they have a key machine that will copy not only cylinder type keys, but also bit, pole, and flat steel keys. "Most of the machines you see will make only the cylinder type," he stated. "With this one we can copy any key in a minute, as the trade name implies."

The store carries an inventory of about \$1200 to \$1500 in blank keys.

Other locksmith services offered are making keys for locks when the key has been lost, making car keys from the registration numbers, and

(Continued on page 50)



C. C. Fiester, service and repair man, copies a key on the key machine. The percolator and iron torn down for repairs on the work bench are just two of the many items the store can service. Note large stock of blank keys on the wall



**W**HO PAYS \$12.95 for a 30-gallon trash can in brightly colored plastic?

The delighted customers of the Henry Franklin Hardware Store, Jonesboro, Arkansas. Taking his own advice to "be the first with new housewares," Owner Franklin stocked the giant plastic trash holders as soon as he could buy them, gave them the choice display spot in his housewares department, and then used his newspaper space and his direct mail circulars to let his customers know that Henry Franklin again was the first with the newest.

Franklin does not buy recklessly, but he does, in his own words, stock something new that looks good. He keeps up with what

women like by attending housewares shows, reading the women's magazines, and accepting the aid of wholesalers' salesmen. When he learned that women like plastic housewares because they are lightweight, easy to handle, attractive, durable, and modern, he arranged the most complete display of plastic wares in the area.

"Plastics are higher than metal housewares," he said, "but women are willing to pay the extra price."

He pointed out a table filled with a wide assortment of kitchen canisters, some in plastic, some in aluminum and enameled metal. "Nearly every homemaker has canisters of some sort in her kitchen, but they're usually not plastic. That's newer than metal. And if the customer is reminded that she can put plastic ware in our layaway, she'll be tempted to buy."

Franklin takes advantage of every housewares special his distributors offer, provided he feels that the utensils will be in demand. Often, when the distributor or wholesaler has a special to offer, he must buy in quantities. This does not disturb him.

## Turnover: Key

"Recently, I bought 72 sauce pans and 48 tea kettles in copper-bottom ware that is widely advertised in women's magazines. I was offered a promotion idea that consisted of an attractive price concession and action display that sounded good. After setting up the display on my tiered table, with some big signs of my own, I soon sold out the entire stock."

One of the brightest spots in the housewares department is the display stand devoted to multi-colored ballerina ovenware dinner sets. This line is one of the best sellers in the store, and he was stimulating demand by strongly promoting the distributor's special. His first order for the special was 750 five-piece place settings, besides adequate stocks of the 45-piece and the 54-piece dinner sets. Again, layaway was stressed, and women were invited to see the colorful ware. The place settings and the dinner sets went fast.

Only open stock dinnerware is sold here, in eight different selections. Franklin says that dinnerware customers are repeat customers, returning for additions to their sets and for replacements.



Quality housewares particularly appeal to the shopper, and the layaway plan gives impetus to sales. A bargain table is a special attraction



# to Housewares Profits

His displays of all housewares are always complete and bountiful. In copper-bottom ware, he always has from 50 to 75 pieces spread before the eyes of prospects. His table of decorative steel ware, in colors, shows an impressive assortment of nationally advertised kitchen utensils.

Along with housewares, all year, Franklin displays baby wares and toys, which he says are "naturals" for the housewares department. He does a large and profitable volume on strollers, play pens, baby com-modes, bathinets, bassinets, and car seats.

He subscribes to a Greeter Service for newcomers and to a Baby Service that gives him a record of new babies, who received a 10 percent discount on the first baby purchase made at the store.

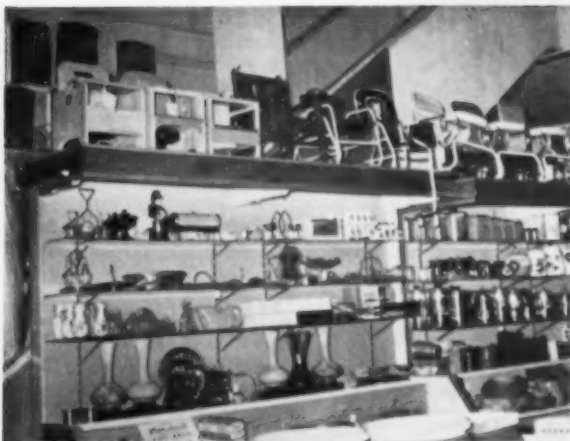
"Any plan that gets women into the housewares department is profitable," he insists. "I like to coordinate baby goods and toys with housewares because any promotion on one has a far-reaching effect."

To illustrate, he holds a Toy Fair in the fall, when two nights are given over to registration for drawings. Gifts for the children, and free cold drinks and coffee attract about 400 registrants each night.

(Continued on page 56)



Franklin's displays of all housewares are kept up-to-date and complete. Natural tie-ins with housewares are gift goods and toys which sell well the year around



***Dealer's personal know-how is***

# Boosting Tackle Sales

**By Beatrice Miller**

**"F**ISHERMEN LIKE to buy their tackle from fishermen—not from salesmen. If you want to sell fishing tackle, be a fisherman," advises Paul Haas, Jr., president of Haas Hardware, Washington, D. C. Here, a fishing tackle inventory of \$2,500 turns four times annually, with sales steadily increasing.

To gain this sizable volume, Haas develops enthusiastic fishermen out of his customers. "I love fishing," he states. "I go fishing every Wednesday throughout the year, and take some of my customers with me. This firsthand knowledge of how to fish, where to fish, and what fish are biting on, sells the fishing tackle.

"And I let my customers know that I catch 'em. It pays to display a big catch, give fresh fish to customers—and there will be no doubt in the community's mind as to where to go to buy fishing tackle.

"To recommend the correct



tackle, a dealer must know the local waters. We fish the Chesapeake and its tributaries which are tidal rivers. That means we stock

items for both fresh and salt water fishing. Information such as the right bait, lure, time of the year, and how to rig a customer's line suitably for the type fishing he plans is necessary to make the customer a successful fisherman. We keep in touch with fishing points as to where the fish are biting and pass this information along to customers."

When Haas and his guests go fishing, he gives as much of his share of the catch to them as they can take care of. The remainder is brought to the store the following morning for distribution to his customers and an abundant catch may be given to a hospital, church, or civic organization. The store has acquired a reputation for giving away fresh fish Thursday mornings.

After a fishing trip, Haas calls into a radio station and reports his success, together with information on where the fish are biting, kind of bait or lures they are biting on,

*(Continued on page 56)*



Customers eagerly seek advice from Paul Haas, Jr., when they see his "catch" displayed. Customer, top photo, is confident in Haas' ability, gets him to rig line



Two-way lighting behind the valance board is employed by Kay & Sullivan in Donelson, Tenn. Outer four inches of canopy is strip of glass permitting light from fluorescent tubes to shine upwards as well as down. At Swinney's in Tulsa, Oklahoma, valance of corrugated aluminum encircles the room. Letters indicating departments are 9" high

By Wm. R. Palmer

## Sprucing up the Overhead!

**H**OW A hardware dealer treats the top three feet of his display shelves often decides whether his store looks smart or resembles a drum major with her head in a potato sack! A dealer can check his own store by studying the wall sections with the top screened by a sheet of paper held at arm's length. Then by reversing the paper and screening out the lower shelves, the part next to the ceiling stands on its own glory.

Representative dealers throughout the South have found inexpensive ways to spruce up the overhead.

### Lighting Behind Valance

Two-way lighting behind the valance board is employed by Kay & Sullivan of Donelson, Tennessee. The outer four inches of the canopy is a continuous strip of glass, permitting light from the fluorescent tubing to shine upwards as well as down.

The valance still shields the lights from viewers. Colors and details of merchandise over the canopy are richly clear. The store has a striking circle of bright light



completely around it which first catches attention even from the outside passersby.

At Little Farms Hardware in New Orleans, Louisiana, house numbers and ornaments are attached to white scrollwork by Martin Barone. These remain dec-

orative no matter how much or little merchandise is shown on the top shelf. Nor do they hide the other stock in any way from prospective customers.

Uniformity to the tops of a variety of shelves, cabinets and bins is provided at Swinney's Hard-

**What about that top three feet of shelf space next to the ceiling? Does it have a come on look or does it violate every principle of good store grooming? Here is what several southern dealers are doing to dress up this area**



At Little Farms Hardware in New Orleans, house numbers and ornaments are attached to white scrollwork. These remain decorative no matter how much or how little merchandise is shown on the top shelf

ware Co. in Tulsa, Oklahoma, by a valance of corrugated aluminum. The valance completely encircles the room. Departments are indicated in nine-inch red letters made of sheet metal.

#### Simple to Make

The valance was installed in idle time by a high school boy during summer vacation. Stacks of six sheets of aluminum at a time were cut crossways with a power hand-saw. The letters were jigsawed with wide base strips. The bases fit in a slot made by screwing two lengths of quarter-round on the lower strip of the valance. All the trim and quarter-round is painted aluminum.

Other means of dressing up the overhead are special displays recessed behind large "picture frames" and lighted from within. These are most effective in rooms with high ceilings. Such recessed displays often are used to announce merchandise available in the basement or on a second floor.

#### Keep it Bright

The most unglamorous stock can be dressed up, according to Arnold Constable at Home and Hobby Shop, Smyrna, Georgia. He advises, "If you have to stack galvanized pails on the overhead, put bright red price tags on them and make sure they hang on the outside so customer will have to notice them.

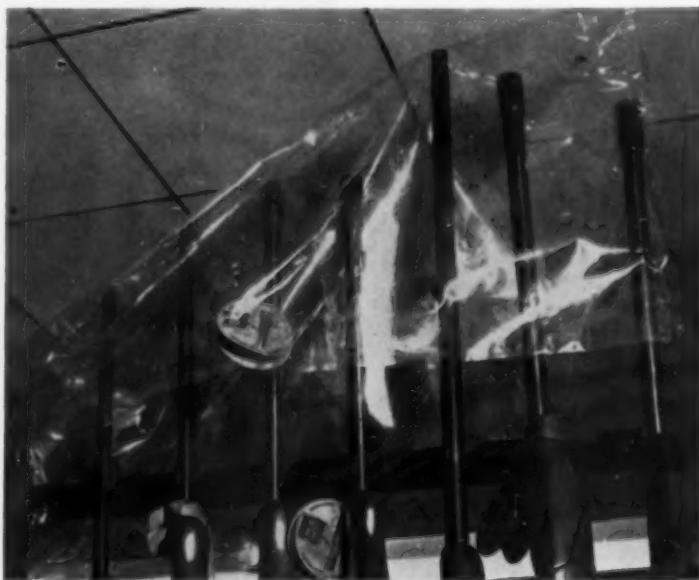
"Overhead is display space, it shouldn't look like a stock room."

### Gun Barrels? Keep 'em Covered!

IN WINDY Nashville, Tennessee, a plastic cover was made at G. C. Thompson Hardware Co. to keep dust from settling in up-ended gun barrels. It is simply a sheet of pliofilm folded over and stapled at each side, so the fold goes across the tips of the gun barrels.

Occasionally, if the breezes get too strong, the longest guns are placed at each end of the display. Then the cover is snugged down over the two guns and secured with rubber bands.

The cover serves as ample protection, yet does not detract in any way from the guns.







Tony Curry uses manufacturer's display in promoting line of milk glass



Shelves in pastel shades enhance crystal displays

# Gift Goods Top Them All

By Sophie W. Ellis

*--store's major profit line*

**E**MPHASIS ON more cabinet and storage space in homes has opened new opportunities for selling gift goods, Tony Curry, co-owner of Curry - Hardin Hardware & Furniture, Seminole, Oklahoma, believes.

Setting aside the first 100 feet in the remodeled store for display of these lines in the most enticing manner, Curry and his partner, Bert Hardin, now call the department the most profitable in the modernized store.

From 40 years of experience in selling and promoting dinnerware, Curry declares that the most important element in profitable promotion is displaying complete stocks where they can be seen. In the remodeled store, fixtures were designed especially to show china, glass, and pottery effectively. Many of the shelves devoted to milk glass and crystal simulate decorative shelves in the modern home. Painted in delicate pastels, these shelves are movable, with abundant storage space below for extra stock.

Curry admitted that one-half of the inventory of the store is represented in this department which is under his special management.

"I'm not afraid of heavy buying. The kind of promotion and selling we do calls for complete stocks of the newest merchandise as well as plenty of the older items



Many housewives begin their china pattern in a small way, and gradually complete the set piece by piece. Displays are kept complete, well arranged, and clean

needed for replacements. This town has a regular pay check from industry, a happy fact that many other southwestern towns are enjoying and will continue to have, on even a larger scale, in the future. Young people marry early, build or buy homes as soon as they have the down payment, and start accumulating quality housewares.

Nothing appeals to a young couple more than fine china and crystal. The women read about it in many of their magazines, and they want it for themselves."

Curry's aim is to encourage the average housewife to start her pattern in a small way. She completes her set piece by piece, making frequent visits to the store.



The wide display of lazy susans, from which the lady at left makes her choice, is typical of the complete inventory of items carried by the store. Other sparkling displays, as shown below, keep the ladies coming back.

The owners are always interested in having a good credit risk start a charge account. Credit selling, on open account of 30 days or installment selling, makes up 75 percent of the volume. Much of the better crystal and china are bought by people with charge accounts.

Two full-time saleswomen work under Curry in this department. Curry prefers married women who have had experience in homemaking. Mrs. Douglas Collings and Mrs. John Spencer know their stock and their customers. When they are not selling, they use spare moments to dust and to arrange the stock. This has a dual purpose. It keeps the displays attractive, and aids the saleswomen in knowing what they have and what is needed to fill in the displays.

One of the duties of the saleswomen is to watch the local newspapers for wedding announcements and other social events that call for gifts or articles necessary for entertaining. Curry himself often calls on a bride-to-be, with catalogs showing crystal, dinner ware, and the milk glass that is now so popular.

He carries the entire line of a well-known manufacturer of milk glass. This requires an investment of \$3,000 in inventory, which he declares is a profitable one. Brides are excellent prospects for this quality item, but many older housewives also start their sets with a piece or two, and build it up with regular purchases.

A rental service on punch bowls, cups, saucers, and plates is profitable in itself and often acts as a boost for gift buying. This service is used for showers, weddings, church dinners, and other events calling for food service to many. Breakages are charged at actual

cost. And sometimes it pays to overlook breakage.

The two saleswomen take care of gift lists, so that people adding to a bride-to-be's crystal or china can

make purchases easily.

One of the display windows is devoted to dinnerware and crystal, and is changed weekly. Curry coordinates his displays with articles and advertisements in current magazines. He and his saleswomen check the magazines to make certain that no important article or advertisement is overlooked in the displays.

Besides the better quality lines, gift goods in lower price brackets are shown, some in open stock, others in sets. That 100-foot long display is carefully balanced to fill the needs of the area.

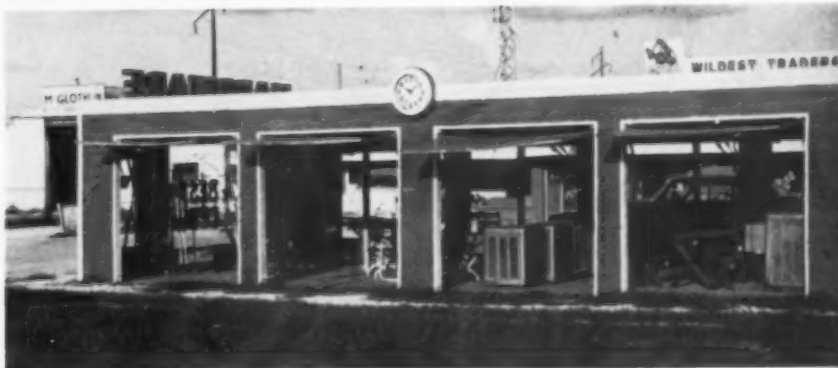
Accessory items also are promoted.  
(Continued on page 57)





The unit is placed about 50 feet from the store front and can't be overlooked by passing motorists. It attracts many new customers.

By Bob Bray



# Outside Island Display

*is pulling customers in*



Inside the display house, Carl Winkley sells cooling unit to a customer.

A PRACTICAL and comparatively inexpensive display island, which literally meets passing motorists more than halfway, annually pulls hundreds of additional customers into the Modernaire Furniture and Hardware Store, Austin, Texas.

In 1951 the firm built a 20 by 40 foot display unit that was a success from the beginning, and still consistently brings in a good share of the trade regardless of whether business in general is brisk or slow.

J. W. Winkley, owner-operator of the large, combination hardware and furniture store which has a total of 2,000 square feet of floor space, says the display unit is a profitable adjunct to his regular newspaper and other advertising.

Modernaire Furniture and Hardware is located on the outskirts of

Austin on a heavily travelled highway leading down to the main street of the city and right up to the state capitol building. The store, like those of many suburban dealers, was built some 75 feet back from the highway to afford plenty of customer parking space in front. This was fine for customer parking, but it greatly minimized the effectiveness of window displays. Thousands of motorists, many of them housewives going into the city to shop, drove right by Modernaire without being able to see anything well enough to be attracted to the store.

It was a serious problem but Winkley found a permanent solution by building a unique display building right on the highway's edge. Specials displayed there simply

(Continued on page 57)

**How service and quality are**

# Multiplying Power Mower Sales

By Richard Lane

**D**ESPITE FIERCE price competition from chain stores, determined, resourceful dealers—like K. T. Robbins of Robbins Hardware & Furniture Co. of Memphis, Tennessee—still are getting their fair share of power mower sales. And such dealers always will because on many scales service and quality will outweigh price.

Yet it's not easy, as any successful dealer will admit. It takes more real salesmanship, ingenuity, and planned promotion than ever before to offset price competition and tight money.

Robbins, who went into business for himself five years ago after 10 years of selling for other hardware dealers, has enjoyed success with mowers from the day he opened his store at 2259 South Lauderdale. He uses some young sales ideas that possibly haven't occurred to some older dealers. And he's willing to share them.

"There are too many cheap mowers on the market," Robbins



K. T. Robbins, right, demonstrates features of a power mower for a customer. His promotions and service facilities greatly increase his sales volume

declares. "This competition from big mail order and chain stores has affected the sales of all hardware stores, but it can be combatted successfully if the dealer is willing to make a concerted effort.

"In my own case, last season I bought one of these chain store mowers and put it on my floor just to show customers the difference between such low-priced mowers and the quality mowers I handle. It was a convincing demonstration. I recommend this to other dealers weary of customers throwing price at them.

"Some customers, however, have to be convinced by experience that a person gets just about what he pays for.

"For example, last season one of my customers bought a cheap mower on sale at a large chain store. He traded it to me on a new, more expensive mower exactly one week later. His mower with the low, low price tag simply was giving him too much trouble. It was

hard to start and vibrated so much it sounded like it was going to come to pieces. It almost shook apart during that one week he used it. He couldn't see a whole season. He simply threw up his hands and took his beating.

"Now, I'm not opposed to a low-priced mower, as such. In fact, I hope manufacturers of well-known brands will come out with better low-priced models to meet chain store competition."

Robbins handles four well-known brands in a wide range of models that includes a large self-propelled mower.

He starts promoting early—"before the grass puts up." At the first hint of spring, he gets his first circulars out. He distributes around 3,000 circulars at a time. Also, once a month, Robbins gets out 250 postal cards to a selected area in his South Memphis neighborhood. He varies this area from month to month and continues the mailings

(Continued on page 58)



Part-time service man enables Robbins to offer 24-hour service on mowers



# Mr. Hardware Dealer...

handle the newest  
most sparkling line  
of tillers, riding mowers,  
and concrete mixers...

*your customers are asking for!*

Here are two of a complete line of tillers designed to sell on sight. They are rugged . . . dependable and service free . . . a real profit maker.



**See Your Local  
Hardware Wholesaler  
for Further Details**



**GILSON**  
*Super* **TILLER**

See us at the  
National Hardware  
Booth 1004, New York  
City, and at Atlantic City  
OCT. 6th & 7th

All deluxe features . . .  
4 cycle 3 H.P. Briggs &  
Stratton engine  
Heavy cast iron base and  
gear case  
4 Timken bearings  
16 guaranteed unbreakable  
Universal hoe tines  
Standard width 22" expand-  
able to 32"  
Swinging depth control



GILSON *Corporal* TILLER

4 cycle 3 H.P. Briggs & Stratton engine  
Rewind Starter  
Universal Hoe Tines  
Cutting width 22" expandable to 32"  
Heavy duty gear case with 4 Timken bearings

**WRITE FOR  
FURTHER  
DETAILS TO  
BOX 47 -**

PLYMOUTH, WISCONSIN  
FREDONIA, WISCONSIN  
GREENSBORO, NORTH CAROLINA

**GILSON**  
EST. 1911 **BROS. CO.**

# CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 69

**Chemical Dehumidifier.** A colorful consumer folder, "How To Avoid Rust, Mildew, Musty Odors Throughout The House," is available. It gives comprehensive information about De-Moist chemical dehumidifier and contains a chart illustrating many new uses. Also available are 3-color catalog sheets featuring Oven-Aid Cleaner, Free-All Septic Tank Cleaner, Chimney Sweep Fuel Additive, and Chimney Sweep Fireplace Powder. G. N. Coughlan Co., West Orange, N. J.

Write in No. A1 on card, Pg. 69

**Fishing Tackle.** Offering a complete line of volume-priced Compac fishing tackle, the company lists hundreds of tackle items including rods, reels, lures, creels, flies, displays, nets, fish hooks, gunscoops, and swivels in an all-inclusive 22 page, spiral bound, two-color general catalog. Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif.

Write in No. A2 on card, Pg. 69

**Store Fixtures.** The Challenger line of 1958 steel and wood store fixtures is profusely illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. M & D Store Fixtures, Inc., Chicago 3, Ill.

Write in No. A3 on card, Pg. 69

**Plastic Pipe.** A brochure entitled "Irrigate and Beautify with Southwestern Plastic Pipe" features the many different uses of this material wherever there is a water transmission requirement. Recommended uses include golf courses, lawns, parks, playgrounds, farm irrigation, and municipal water systems. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A4 on card, Pg. 69

**Canvas and Nylon Products.** A 1958 complete line catalog is available which contains 48 pages devoted to

pup tents, tarpaulins, Sure-Fit boat covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1302 West Washington St., Indianapolis 6, Ind.

Write in No. A5 on card, Pg. 69

**Hand Tool Handles.** Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated and give full details; information is given also on the quality of the product. O. P. Link Handle Co., Inc., Salem, Ind.

Write in No. A6 on card, Pg. 69

**Industrial Fasteners.** A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Write in No. A7 on card, Pg. 69

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. A8 on card, Pg. 69

**Life Saving Line.** A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Write in No. A9 on card, Pg. 69

**Firearms.** An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope

sights, and Covey hand trap. It includes information on the company's newest models. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.

Write in No. A10 on card, Pg. 69

**Gas Circulator Heaters.** A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Write in No. A11 on card, Pg. 69

**Sportswear.** The clothing "preferred by sportsmen for more than 50 years" is presented in a colorful sportswear catalog. The catalog is 8½ by 11 inches and contains 36 pages which feature items such as Aircel insulated cold-weather clothing, Dri-Deal waterproof rainwear, camouflage clothing, insulated underwear, new Air Force yellow safety color, and other Duxbak garments that "shed water like a duck's back." Utica Duxbak Corp., Utica, N. Y.

Write in No. A12 on card, Pg. 69

**Metal Merchandisers.** A 40-page catalog, #390, illustrating and describing the line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Write in No. A13 on card, Pg. 69

**Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing (Continued on page 38)

Yes, I'm a Jalware Dealer because

## "this top quality ware is easy to sell"



Hot dipped Jalware will outlast ordinary galvanized ware in the toughest service imaginable. Your customers will appreciate this extra service life as well as the streamlined, sparkling appearance. Every item in J&L's complete ware line is priced to sell. Fast turnover is assured. Over 260 leading jobbers across the country provide fast, dependable delivery. Order Jalware today from your local jobber, or write to Jones & Laughlin Steel Corporation, 405 Lexington Avenue, New York 17, New York.



### J&L DOUBLE-DRAIN LAUNDRY TUBS

Advanced design eliminates lifting or carrying. Tubs are emptied through convenient drain outlets with attached 30-inch hose sections. Available in two styles, double or single. Mounted on sturdy stands with rollers.

## CATALOGS & BULLETINS

(Continued from page 36)

ing Co., 916 Howard St., St. Louis 6, Mo.

Write in No. A14 on card. Pg. 69

**Ornamental Iron.** The company's 12-page catalog not only covers TFC Ornamental Iron adjustable rails and columns, but also explains how to sell iron work with "step-up" merchandising, getting customers to spend a little more. Tennessee Fabricating Co., 1490 Grimes, Memphis 6, Tenn.

Write in No. A15 on card. Pg. 69

**Repair Handle.** A catalog sheet is available describing the advantages of the Drive-Ezy Repair Handle. Step-by-step illustrations show the procedure for inserting the new handle which is designed to follow the curve of all hollow back shovels, spades, or scoops. Reverse side of sheet lists stock numbers which the handle fits. O. Ames Co., Parkersburg, W. Va.

Write in No. A16 on card. Pg. 69

**Twine.** A 48-page catalog in color entitled, "Columbian Twine for Every Use," is available. It explains how a wide latitude of kinds and sizes of high quality twines are made from fibres such as jute, hemp, sisal, manila, flax and paper, as well as the newer synthetic fibres of nylon and dacron. In an evaluation of twine economy, the booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. An illustrated twine terminology, a multitude of descriptive photos, and the printing on a heavy stock bond are other features incorporated to make this comprehensive catalog an attractive and helpful booklet on service. Columbian Rope Co., Auburn, N. Y.

Write in No. A17 on card. Pg. 69

**Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. Illustrated in color are Aqua-Float Coast Guard Approved life saving jackets, Aqua-Float children's swim vests, ski belts, U.S.C.G. Approved buoyant boat cushions, and a full line of Aqua-Floats, vinyl plastisol floats, fenders, ring buoys, and mooring buoys. Detailed description of each item is included. In addition, the catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. Style-Crafters, Inc., Greenville, S. C.

Write in No. A18 on card. Pg. 69

**Johnston Mowers.** A 1958 mower brochure in full color is available. In addition to new models and product features shown, the brochure deals with type of mower prospects and market trends anticipated in

1958. Johnston Lawn Mower Corp., Brookhaven, Miss.

Write in No. A19 on card. Pg. 69

**Juvenile Line.** "Future Flair" design is accented in the company's presentation of its 1958 line of carriages, strollers, juvenile accessories and toys which are illustrated in a 24-page, colorful catalog made available to the trade. Portrayed with complete description and specifications are some 19 carriages and strollers which incorporate such features as aero-matic glide ride, three-way convertibility, and foam rubber seats and backs. Colors come in five Scotch plaids, plus 17 triple-tone designs on washable pastel shades. High-chairs, feeding tables, car beds and auto seats, walkers, and action toys are among the other items receiving full attention. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Write in No. A20 on card. Pg. 69

**Power Mowers.** A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

Write in No. A21 on card. Pg. 69

**Fishing Rods and Reels.** A trade catalog, specially prepared for the '58 selling season, consists of 48 pages of comprehensive information on the company's entire line of fishing tackle. Emphasizing its expanded line-up of Push-Button WonderCast reels, the No. 1776 Deluxe Bronze model adorns the color cover. Fifteen pages show glass fiber Wonderods for every type of fishing; 13 pages cover the line-up of spinning, bait casting, push-button, fly fishing, and salt water fishing reels. The rest of over 40 pages, painted in 2-color, are devoted to fishing lines, miscellaneous equipment, company personalities, and other items of trade interest. Shakespeare Co., Kalamazoo, Mich.

Write in No. A22 on card. Pg. 69

**Sprayers and Dusters.** Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Write in No. A23 on card. Pg. 69

**Hand Tool Selection Chart.** An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the

50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. A24 on card. Pg. 69

**Hand-Tool Equipment.** Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, the #515 Nail Puller, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Write in No. A25 on card. Pg. 69

**Display Ideas.** A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Rubbermaid, Inc., Wooster, Ohio.

Write in No. A26 on card. Pg. 69

**Fusible Links.** Folder F-184, which illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes, is now available. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A27 on card. Pg. 69

**Hardware Chain.** A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Write in No. A28 on card. Pg. 69

**Deming Sales Aids.** An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker; bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Write in No. A29 on card. Pg. 69

**Chains.** A catalog page-price list is available which features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the mer-

(Continued on page 40)



**ACCO**  
for Better  
Values

You make **\$92<sup>40</sup>** profit  
on this **\$95<sup>35</sup>** chain assortment

**Price also includes Chain Sales-Maker Display**  
**—a powerful "Silent Salesman"**  
**that does most of the work for you!**

• Put new life into chain sales and profits with the CHAIN SALES-MAKER—a compact, convenient rack display that practically guarantees fast turnover of your chain investment! The SALES-MAKER allows you to display a wide assortment of popular chain styles and sizes in less than 3 sq. ft. of floor space. It has powerful sales appeal—permits your customers to see and feel the chain—and buy it! And the SALES-MAKER is convenient—handy mounted cutting bar lets you snip off the desired length of chain on the spot!

**Your \$95.35 cost brings you . . . first of all, profits!** If sold at suggested retail prices, you make \$92.40 profit from sale of the 7 reels of chain which come with the ACCO CHAIN SALES-MAKER. Included with the profit-packed combination offer shown here is our popular **Assortment No. 38**. Other assortments are available upon request. Refills, on reels, can be ordered from your distributor. Assortment No. 38 features:

175 ft. 2/0 Tensio Chain, Bright Zinc Plated  
125 ft. 3/0 Lock Link Chain, Bright Zinc Plated  
200 ft. 3 Tensio Chain, Bright Zinc Plated  
75 ft. 2/0 Twist Machine Chain, Bright Zinc Plated  
100 ft. 35 Sash Chain, Bright Zinc Plated  
200 ft. 1/0 Brass Safety Chain, Bright Finish  
200 ft. 10 Double Steel Jack Chain, Bright Zinc Plated

#### MORE CHAIN USES MEANS MORE CHAIN SALES

Your do-it-yourself customers have found many new uses for chain and are finding more each day! So expose them to the ACCO CHAIN SALES-MAKER and to attractive ACCO boxes and pails—all plainly labeled. Order your SALES-MAKER and be prepared to fill these and other *do-it-yourself* needs:

- Garage doors
- Pipe hanging
- Porch swings
- Playground equipment
- Lawn borders
- Gymnasium equipment
- Furnace regulating
- Ornamental uses
- Furniture braces
- Fire escapes

#### SPECIAL NOTE:

When you order your CHAIN SALES-MAKER, don't forget to get snaps, swivels, repair links and cotter pins . . . they're all good profit makers that go with chain sales.

**ACCO**

**American Chain Division**  
**AMERICAN CHAIN & CABLE**

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

Sales Office: \*Atlanta, Boston, \*Chicago, \*Denver, Detroit,  
\*Houston, \*Los Angeles, New York, Philadelphia, Pittsburgh,  
\*Indicates Warehouse Stocks \*Portland, Ore., \*San Francisco



chandise are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer cost figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

**Write in No. A30 on card, Pg. 69**

**Fishing Annual.** In 48 pages of color, the Garcia 1958 Fishing Tackle Trade Catalog contains profusely illustrated descriptions of the firm's complete line of tackle and accessories. All features and selling points of each product are covered. Sections are devoted to each category carried in the line, including Mitchell, Ambassador and Abu-Matic reels, Gold Bond rods, Platyl and Mitchell monofilament lines, Ambassador braided line, Abu-reflex and other lures, leaders, balanced kits, and accessories. A full section is devoted to dealer merchandising aids and ideas available from the company. The Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

**Write in No. A31 on card, Pg. 69**

**Vacuum Cleaner and Floor Polishers.** The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner are described in a two-sided catalog page, #JS-53. The two-color data sheet fully describes and illustrates the polishers, and also a rug cleaning attachment and a floor refinishing kit. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

**Write in No. A32 on card, Pg. 69**

**Time Payment Plan.** A folder is available to all interested dealers, describing the complete new Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. The company points out that the plan is simple in operation, has no recourse, and the dealer receives prompt and full payment for each time payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

**Write in No. A33 on card, Pg. 69**

**Water Skis.** The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 13. The catalog is in color, with the skiing equipment pictured and fully de-

scribed. Hedlund Manufacturing Co., Nokomis, Ill.

**Write in No. A34 on card, Pg. 69**

**Outboard Motors.** Large counter pieces, envelope stuffers, specification sheets, accessory brochures, and price sheets describing the entire line of Buccaneer Outboard Motors are made available by the company. Gale Products, Dept. 517A, Galesburg, Ill.

**Write in No. A35 on card, Pg. 69**

**Fishing Tackle.** A colorful, 28-page trade catalog shows the company's complete line of tackle, accessories, and gift assortments available for the 1958 season. Featured on the front cover is the Master-Grip SpinCast Rod handle. The cover also calls attention to four spinning reels in a compact design; 13 new SpinCast Rods with two-piece tips in both hollow and solid glass; and the addition of two new SpinCast Reels, including the large capacity No. 88. Among other items highlighted in the new line is the Shot-Master split shot applicator with Redi-Shot cartridges available in gift style packages with twin-rack counter displays. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

**Write in No. A36 on card, Pg. 69**

**Fishing Equipment.** Weber's 1958 Supplement No. 33B, applying to Catalog No. 33, contains 77 new items. All are indexed on the cover for quick reference. The supplement features a number of new Dylite plastic fly-rod poppers and assortments. The Dylite spinning mouse and frog are two additional lures molded of this plastic material. Whirl-Arom is one of the new spinning and casting lures. The complete series of Weber plastic crawlers, worms, rigs, etc., are listed also. Especially featured are Mustad ringed hook display rack assortments containing plastic boxes of assorted or straight sizes. Many rack assortments display other types of treble and single loose hooks, snapswivels and divided wing, dry and wet flies. Gerlon imported German nylon spinning line and leaders are other new items. Weber's free Movie-gram fly casting instruction folders in a colorful display are available to dealers every year. The Weber Life-like Fly Co., Stevens Point, Wis.

**Write in No. A37 on card, Pg. 69**

**Spinning and Casting Reels.** Three catalog sheets, in color, picturing and describing the 1958 line of Langley spinning and casting reels are available to the trade. Newest offering is the Cast-Flo Deluxe "900," a closed face reel, featuring hex drag, thumb control, and fast retrieve. All seven Langley spinreels, ranging from \$16.95 to \$37.95, feature two-point

shaft suspension for increased durability and balance. Seven casting reel models also are offered, ranging from \$8.50 to \$17.95. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

**Write in No. A38 on card, Pg. 69**

**Tractor Drawn Implements.** Catalog No. 857 covers the King line of tractor drawn implements with illustrations, specifications, and prices. In addition, 14 pages are devoted to lists of repair parts, with a drawing shown of each part along with its identifying number. King Plow Co., Atlanta, Ga.

**Write in No. A39 on card, Pg. 69**

**Marine Safety Products.** The 1958 catalog for marine safety products contains complete description of Tapatco life saving vests for children and adults, buoyant boat cushions, motor covers, ring buoys, and water fenders, life vests, boat covers, and marine caps. Illustrations are in full natural color and pertinent facts such as size, styles, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

**Write in No. A40 on card, Pg. 69**

**Building Materials.** Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

**Write in No. A41 on card, Pg. 69**

**Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blue-printed thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

**Write in No. A42 on card, Pg. 69**

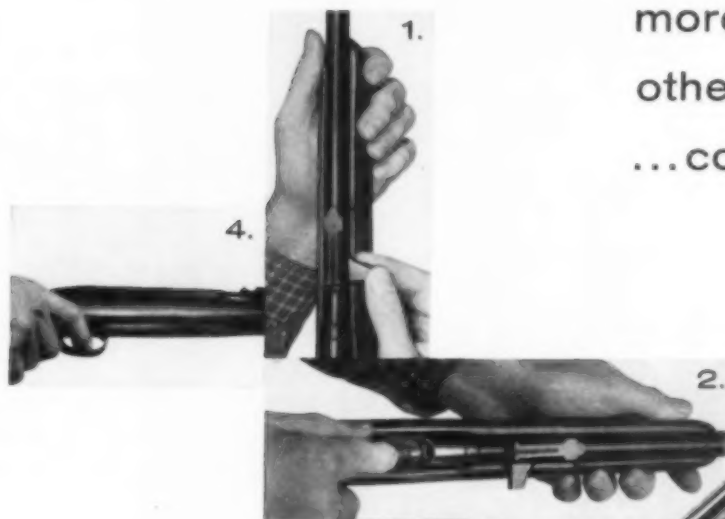
**Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-

(Continued on page 42)

# FEATURES SELL 22's

...the WINCHESTER Model 55 has

more than any  
other SINGLE SHOT  
...count 'em!



The best way to sell the Winchester Model 55 is to let it sell itself. Put a new, accurate Model 55 into the hands of your customers and point out these exclusive, worth-more features.

1. Cocking is automatic after the first shot. The action can be kept open by depressing loading platform and pulling cocking handle.

2. Easy, straight-line loading is done through the hinged platform in the top of the receiver.

3. Loading the Model 55 automatically puts the safety on. It must be manually released before each shot.

4. When the Winchester Model 55 is fired, the empty cartridge case ejects through a port in the bottom of the fore end, and the Model 55 automatically recocks itself for a fast second shot.

*There are your sales points. Use them for a big season.*

## WINCHESTER

TRADEMARK

**FREE OFFER**

Send coupon for free, full-color 22 display kit that holds three rifles—models and descriptive cards can be changed as stock moves.

STORE \_\_\_\_\_

STREET \_\_\_\_\_

TOWN & STATE \_\_\_\_\_



WINCHESTER-WESTERN DIVISION • OLIN MATHIESON CHEMICAL CORPORATION • NEW HAVEN 4, CONNECTICUT

page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. A43 on card, Pg. 69

**Pre-Measured Chain.** A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue

on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is re-attachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

Write in No. A44 on card, Pg. 69

**Sanding Kit.** For insertion in standard binders, a catalog sheet is offered which describes and illustrates the Model 700K complete electric pow-

ered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for \$16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Write in No. A45 on card, Pg. 69

**Gas Heaters.** An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. A 4-page color catalog on the company's line of Warm Morning coal heaters and descriptive literature on its Warm Morning gas-fired incinerator are offered also. Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.

Write in No. A46 on card, Pg. 69

**Farmers and Ranchers Handbook.** Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Write in No. A47 on card, Pg. 69

**Screw Anchors.** Separate catalog sheets in two colors describe and illustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Write in No. A48 on card, Pg. 69

**Pliers, Horseshoe Game.** A descriptive catalog which includes illustrations of two long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Other tool booklets are also available at no charge. The company offers pamphlets, free, which give instructions, application helps, specification horseshoes; entitled "How to Play Horseshoe and How to Organize a Horseshoe Club." Diamond Tool & Horseshoe Co., Duluth, Minn.

Write in No. A49 on card, Pg. 69

**Plastic Pipe.** Literature and complete product data on all types of plastic pipe manufactured by the company is available upon request. Pipe includes Polyethylene, Kralastic, Polyvinyl Chloride, Butyrate, and Chem-Weld drain pipe. Each coil of Southwestern Polyethylene is now wrapped or packaged. Southwestern

## You'll Sell More Plastex because Plastex gives you more to sell!

### FLEXIBLE PIPE

*Plastex Polyethylene . . . in sizes from 1/2" thru 6" — 75 and 100 psi pressure rated—single and twin-tube types—lengths to 600'—NSF approved.*

### SEMI-RIGID PIPE

*Plastex Kralastic . . . in sizes from 1/2" thru 6" — for pressures to 150 psi and even greater chemical and heat resistance—10' and 20' lengths with plain ends, or sleeve-type coupling one end — NSF approved.*

### A COMPLETE LINE OF FITTINGS FOR BOTH

Packaged *Nylon* and *Styrene* insert-type, for mechanical coupling to flexible *Plastex* Pipe — *Kralastic* for solvent-weld coupling to semi-rigid *Plastex* Pipe—in every wanted style, ultra precision made, NSF approved.

### AND NOW, DRAIN PIPE AND FITTINGS, TOO!

*Plastex OX . . . high strength, high impact drain and sewer pipe—in 2", 3" and 4" sizes—plain and perforated—with sleeve-type fittings for root-proof solvent-weld joints, or dry joints—10' and 20' lengths.*

Let us send you complete information

THE **PLASTEX** CO.  
SINCE 1939

3232 CLEVELAND AVENUE  
COLUMBUS 24, OHIO





# SOUTHERN PLATED SCREWS?

Stock up now on plated screws by Southern, so you will be able to supply Southern quality screws that are corrosion-resistant and handsome, too. Southern Screws' current ads in the national craftsmen's magazines point up the advantage in using quality plated screws that last longer, and cut down on rust and other discolorations on home projects and repairs. Although they cost slightly more than conventional screws, craftsmen are glad to pay the extra for the plating advantages.



There's an extra amount of "sell" in Southern's clean green package with the EZ to C® label, because Southern's plated screws are as bright and shiny as the day they're made. They stay that way in your bin, too. Plated finishes regularly stocked are: cadmium, zinc, chrome, hot galvanized and blued.

All of Southern's cadmium and zinc plated screws are treated for extra brightness and corrosion resistance with IRIDITE® chromate conversion coating. These IRIDITE® plated screws take paint without additional treatment.

Stock up on Southern's plated screws—a new profit item for you in a new area of demand by craftsmen who put quality first.

Order Southern's plated screws today from your Southern distributor.

Wood Screws • Stove Bolts • Machine Screws & Nuts • A B C & F Tapping Screws • Wood Drive Screws

Warehouses: New York • Chicago • Dallas • Los Angeles  
Sold Through Leading Wholesale Distributors

*You get what you pay*  
*from* **SAM**

**SPOT-CORD®**

The most profitable  
cotton cord you can sell.

LONGEST WEARING SASH CORD MADE

**BAGGED and TAGGED**

- ◆ POLYETHYLENE bag keeps cord clean,  
makes attractive counter display.
- ◆ TAG tells how to replace sash cord.

. . . EXCELLENT FOR

Clothes line  
Household cord  
Many uses  
indoors and out.



ALWAYS SPECIFY *Samson* BRANDS

*for and more*  
**SON**...*here's why...*

**SUPREME<sup>®</sup>**

PLASTIC  
CLOTHES LINE

**BIG ... NEW #7**

**NO SAG** *Market tested* **SUPREME**  
**HAS EVERYTHING**

- ◆ Strong bond between center and cover makes cord one tough, durable unit.
- ◆ Extra strong . . . test over 500 lbs.
- ◆ Easy to keep clean, easy to tie.
- ◆ Guaranteed two years.
- ◆ Polyethylene bagged for better display, faster sales.

Only from  
SAMSON do you get all this

- ◆ Modern Packaging
- ◆ Most durable cords
- ◆ Colorful consumer advertising
- ◆ Guaranteed Balanced Construction
- ◆ Point of Purchase displays and tags

**Samson**  
**CORDAGE WORKS**  
BOSTON 10, MASS.



Plastic Pipe Co., P. O. Box 117,  
Mineral Wells, Texas.

Write in No. A50 on card, Pg. 69

**Fishing Tackle.** Advances in the restyling of the company's complete line of spinning type fishing tackle are illustrated in the 1958 catalog, now available. Color is said to be the keynote in the 1958 line, and full descriptions of items are included. The catalog has a four-color cover and the inside back cover is devoted to sales aids offered to dealers. The Airex Corp., 411 Fourth Ave., New York City, N. Y.

Write in No. A51 on card, Pg. 69

**Tapes and Tape Rules.** Colorful

catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Write in No. A52 on card, Pg. 69

**Toys.** A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are il-

lustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Write in No. A53 on card, Pg. 69

**Woodenware.** Woodenware items such as bowls, oblong trays, rolling pins, forks, spoons, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Seal-tite, Old Colonial-Walnut Finish, Paraffined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

Write in No. A54 on card, Pg. 69

**Special Purpose Planes.** "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbit, router, and double-edge tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Write in No. A55 on card, Pg. 69

**Aluminum Furniture.** The Delighter 4-color catalog featuring the 1958 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Write in No. A56 on card, Pg. 69

**Fishing Accessories.** The full range of the company's casting, surf-squidding, and monofilament fishing lines and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging developments are detailed, and a convenient list of the company's nationwide structure of representatives is also included. Sunset Mills, Florence, Ala., and Petaluma, Calif.

Write in No. A57 on card, Pg. 69

**Pumps.** A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing

(Continued on page 48)

# DISPLAY

and See  
**PROFITS**  
Walk In!



For there's an attractive, stable market for *Gold Medal* Cotton, Continuous Filament Nylon, and *Nyak* Seine Twines. They are famous among fishermen for everything they want in a seine twine: great strength, uniformity, easy workability. Attractive packaging for effective display...*Nyak* and Nylon twines in individual polyethylene bags.



COMING UP FAST!

**NYAK** Seine Twine offers all the big advantages of Nylon at a saving.

Order From Your Jobber



**THE LINEN THREAD CO., INC.**

418 GRAND STREET • PATERSON 12, N. J.

New York • Chicago • San Francisco  
Boston • St. Louis • Baltimore • Gloucester  
Makers of Quality Twines Since 1784



# BIG NEW REMINGTON STORE PROMOTION KIT AVAILABLE TO DEALERS

## Kit includes wide variety of tested sales aids

Over twenty sales aids are available to you in Remington's big new Fall Promotion Kit. The full-color 9-piece festoon display at right is just *one item*—an eye-stopping display lending itself to dozens of store arrangements. You can use it as a mobile, or as a window, wall or clothesline streamer.

Many other items, such as new 32-page Remington catalogs, targets and picture story books are available in large quantities for mailings and counter giveaways.

Let this elaborate Remington promotion pay off for you in increased sales during the top shooting and hunting months ahead. Get this free promotion kit simply by filling in the coupon below and returning it to Remington.



## Remington's outstanding store promotion is backed by hard- hitting national advertising

Hard-hitting Remington national advertising campaigns are appearing year round in the leading consumer magazines. Each campaign reaches a concentrated, able-to-buy audience which has proved itself a top market for the Remington guns and ammunition you sell.



*For complete free promotion kit  
fill in coupon at right...*

**Remington** **DU PONT**

Sales Promotion  
Remington Arms Company, Inc.  
Bridgeport 2, Connecticut

Please send me your FREE store promotion kit.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Co., 200 Detrick St., Dayton 1, Ohio.  
**Write in No. A58 on card, Pg. 69**

**Hack Saw Frame.** An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

**Write in No. A59 on card, Pg. 69**

**Buying Guide.** A four-page guide to better buying contains a complete stock list of materials that are available from all Reynolds Aluminum Supply Co. warehouses. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

**Write in No. A60 on card, Pg. 69**

**Window Glass.** A 12-page catalog entitled "Sales Aids for 1957-58" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

**Write in No. A61 on card, Pg. 69**

**Padlocks.** Padlocks to meet every need are described in a 20 - page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle pad-

locks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only 1/2-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bike-lock display boards. Master Lock Co., Milwaukee 45, Wis.

**Write in No. A62 on card, Pg. 69**

**Wood and Sheet Metal Screws.** Every master carton of Southern wood screws and sheet metal screws now contains Folder TC-4, "instructions for Selecting and Using Wood Screws and Sheet Metal Screws." Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of the folders are available to wholesalers and dealers handling Southern screws; they are requested to use company letterhead in writing. Dealers are requested to give name of their wholesaler. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

**Write in No. A63 on card, Pg. 69**

**Industrial Tool Line.** The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps needed by linemen, electricians, and industry. A new feature is a section

providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.

**Write in No. A64 on card, Pg. 69**

**Cleaning Supplies.** "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

**Write in No. A65 on card, Pg. 69**

**Water Appliance Promotions.** A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**Write in No. A66 on card, Pg. 69**

**Specialty Nails.** A catalog containing a wealth of information about specialty nails is available. Profusely illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities of nails to use for various applications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

**Write in No. A67 on card, Pg. 69**

**Oilers and Cans.** A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

**Write in No. A68 on card, Pg. 69**

**Dealer Displays.** Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

**Write in No. A69 on card, Pg. 69**

**Plastic Pipe.** Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for

## DEALERS SELL



FAMOUS BRAND

# TANDROTINE

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ECONOMICAL  
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PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster

turnover and higher markup. Stock TANDROTINE — today!

# OXCO'S EXCLUSIVE *SPEEDY-CLEAN* LINE

**BRINGS YOU SPEEDY SALES AND PROFITS!**

**No. 990** *SPEEDY-CLEAN*  
**HOUSEHOLD MOP**

Profitable, high-quality household mop that builds volume and keeps your cleaning supplies department up to date. DuPont cellulose sponge yarn mops quickly, dries quickly, won't lint or tangle. Includes strong metal head clamp, red wood handle with hanging ring. Mop head packaged in colorful film wrapper.

**ONLY**  
**\$2.49**  
*retail*



**NEW!** **No. 660** *SPEEDY-CLEAN*  
**PAN BRUSH**

**ONLY**  
**59c** *retail*



Scrubs and scours—a useful kitchen brush with real impulse features! Face filling is white tampico fibre for scrubbing . . . top filling of crimped brass wire handles toughest scouring. Attractive plastic handle in eye-catching pink or yellow. Individually carded for mass or jumble display, or hang-up.

**No. 770** *SPEEDY-CLEAN*  
**DISHWASHER**

**ONLY**  
**98c**  
*retail*



You get fast turnover, fast profits, when housewives get a look at this fast new way to wash dishes. Light, sturdy brush with extra-long handle keeps her hands out of hot, harsh dishwater . . . makes all the tough jobs easier. Filling of springy, hygienic SARAN bristles . . . solid plastic handle in yellow or pink has convenient hanging hole.

**DISPLAY PACK**  
Six dishwashers (3 pink, 3 yellow) in protective stand-up display.

**CARDED**  
One dishwasher, carded for individual hang-up display. (One Dozen to shipping container.)



**SEE YOUR JOBBER**  
**for Details!**

Both items ideal for peg-board display on #12 and #25 merchandisers!

**OXCO**  
BRUSHES  
OX FIBRE BRUSH COMPANY, INC.  
FREDERICK, ESTABLISHED 1884 HARTLAND

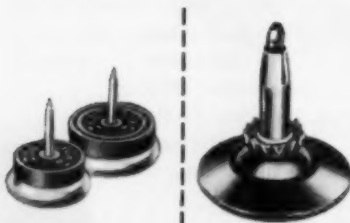
# Newly packaged FELTOID TIPS sell on sight



Add another salesmaker to your traffic-building line of Bassick Casters and floor protectors.

Feltoid tips now come in a new see-through, sales-suggesting package for each set of four. Highest quality felt bases protect highly polished floors and furniture surfaces.

Your customers can use plenty of them—on light furniture, end tables, radio cabinets and other accessories—anywhere there's a highly polished floor or table surface needing protection.



Other profitable floor protectors it pays to display are shown above. At left are Bassick rubber-cushion glides for furniture legs. At right is the No-Mar furniture rest for heavier furniture. The Bassick Company, Bridgeport 5, Conn. In Canada: Belleville, Ont. 8-14



water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of Amerace Corp., 93 Worth St., New York 13, N. Y.

Write in No. A70 on card, Pg. 69

**Lawn Mowers.** Catalog sheets which picture the entire Lazy Boy lawn mower line and the new Lazy Boy power sully in full color, with complete descriptions of best-selling features, are offered. They are available in 8½- x 11-inch size or 11- x 11-inch, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo.

Write in No. A71 on card, Pg. 69

**Pumps.** Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Write in No. A72 on card, Pg. 69

**Fishing and Marine Accessories.** The complete 1958 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. A73 on card, Pg. 69

**Sprayer and Duster Line.** A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, Knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Write in No. A74 on card, Pg. 69

**Hack Saw Blades.** A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. A75 on card, Pg. 69

**Door Hardware.** A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A76 on card, Pg. 69

## Plumbing "Side Line" Brings \$55,000 Annually

(Continued from page 24)

rough on plumbing. If there is a weakened or wornout part, it will show up then."

Kersey believes the major emphasis on selling plumbing fixtures and service should be placed on the sale of in-store items to the homeowner who will make his own repairs.

"Our plumbing service does us a lot of good because the word gets around that we are in the business, so folks come to the store when they need many items. Here, they are exposed to the many plumbing items on display, and, of course, your profit is in the rapid turnover of many such items on the retail shelves.

"One of the other big advantages in promoting sales in the store is in the increased sales you record among your many hardware items. Once folks come into the store, they usually find something they have needed a long time. If they don't buy anything, they do become more acquainted with your stock, so they know where to come when they have need for other items.

"There is room for one plumbing side line among the hardware dealers in a town the size of Thomaston," Kersey stated. "However, if the other dealers here were in it too, it would not pay off. It is fortunate that the other dealers each have important side lines which they promote, so I am sticking to my plumbing as an added profit-maker."

## Service Shop Earns \$800 Monthly Volume

(Continued from page 25)

opening locks so people can get into a house, closet safe, etc.

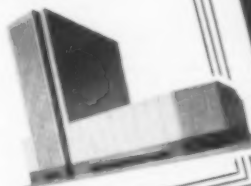
The equipment Menier Hardware has in the service department represents an investment of about \$5,500. This includes a filer, a re-tooth, an electric setter, and a gumming machine. The store has complete welding equipment, including a portable welding unit; a drill press; a lawn mower sharpener; and a lathe which at the time of this interview was not yet set up due to lack of space.

"The lawn mower sharpener is a real drawing card," Fiester stated. "We can do a better job, do it cheaper and quicker, so it costs the



You are cordially invited to attend the  
**NATIONAL HARDWARE SHOW**  
 Including the Lawn, Garden and Outdoor Living Division  
 at the Coliseum in New York City

SEPT. 29 thru OCT. 3  
 for the trade only



Join the more than 40,000 buyers who annually attend the National Hardware Show. For here is your complete national showcase for hardware, housewares and allied items . . . lawn, garden and outdoor living products. See thousands of new items, new packages, new promotions and new ideas for profit shown for the first time on more than 300,000 sq. ft. of floor space.

The National Hardware Show is your once-a-year opportunity to see, feel and compare the offerings of over 1,000 leading manufacturers. Don't miss the most complete and diversified trade show in America. Fill out and return the registration coupon today.

Your admission badge, which will admit you without further registration, will be mailed to you.



please fill out coupon and mail

## NATIONAL HARDWARE SHOW

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### NATIONAL HARDWARE SHOW

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Please check below if you wish us to make hotel reservations for you.

(Please Print)

NAME TITLE

FIRM

STREET

CITY STATE

TYPE OF BUSINESS

Please check below the classification of your business.

☐ Wholesaler ☐ Retailer ☐ Dept. & Chain Store Buyer

☐ Importer-Exporter ☐ Mfgs. Agent ☐ Manufacturer ☐ Other

☐ Please send us your hotel reservation blank.

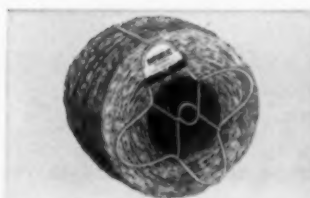
Minors under 18 yrs. of age will not be admitted under any circumstances.

**HERE'S AN EXCLUSIVE  
SELLING FEATURE:**

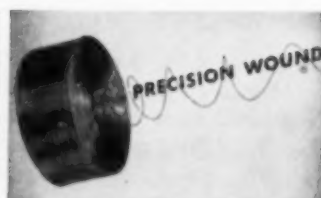
**REPUBLIC**



**OTHER REPUBLIC  
PRODUCTS FOR  
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AND HOMES**



Galvanized barbed wire  
in all popular  
styles.



Precision Wound®  
Automatic Baler Wire  
for high speed balers.



Flexible plastic pipe  
for wells, stock waterers,  
cooling, and irrigation.



Tough, strong, woven wire fence  
in all popular styles  
and sizes.



A complete range of  
wire nails for  
every requirement.



All types and sizes of  
high-quality nuts and bolts.

# BLUE RIDGE STEEL ROOFING

## Can Be Nailed on all Five V's!



Republic BLUE RIDGE is the only standard channel-type roofing that can be nailed on all five V's for extra holding power in severe winds. What's more, because it is precision formed from ductile steel it lays flat, nails flat, and stays flat on the roof . . . doesn't crack at nail holes. These features combine with the high strength of steel to give your customers maximum protection. And they help give *you* maximum sales!

Republic BLUE RIDGE is also fireproof, verminproof, and rotproof. Its channel and rib stiffener design blocks seepage of wind driven rain, stops siphoning, and permits use of BLUE RIDGE Steel Roofing with any V-Drain Type or Standard V-Roofing. Republic

BLUE RIDGE makes excellent siding, too.

It is well established that poultry and livestock gains stay high and stored crop quality is maintained better when buildings are kept cool during very hot weather. Tests show that white painted galvanized steel roofing gives lower interior temperatures than any other standard, uninsulated roofing. BLUE RIDGE sheets painted white give this low-cost heat protection.

Republic BLUE RIDGE Steel Roofing has a heavy (1.25 ounce) Certified Full Weight Galvanized Coating . . . is manufactured in 29, 28, 26, and 24 gages. Contact your Republic Representative, or mail coupon for complete information.

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# STEEL



*Manufactured in the South  
for Southern Farms*

GENERAL OFFICES—CLEVELAND 1, OHIO • SOUTHERN PLANT—GADSDEN, ALABAMA

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1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- ☐ 1 3/4 Gage High Strength Barbed Wire ☐ Plastic Pipe  
☐ Automatic Baler Wire ☐ BLUE RIDGE ROOFING  
☐ Woven Wire Fence ☐ Nails ☐ Nuts and Bolts

Name \_\_\_\_\_ Title \_\_\_\_\_

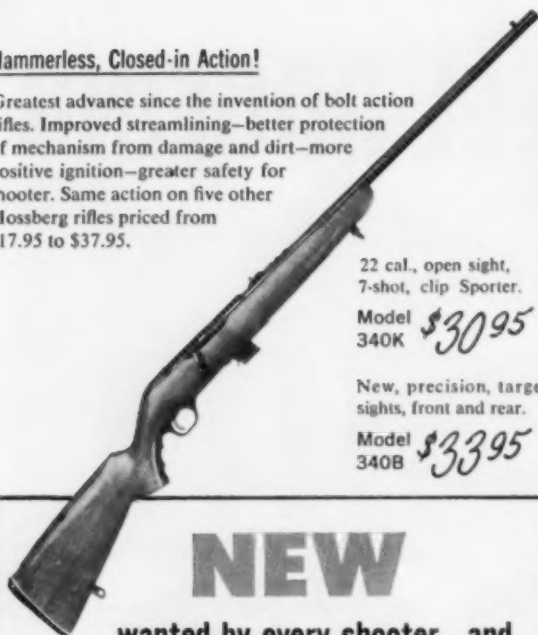
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### Hammerless, Closed-in Action!

Greatest advance since the invention of bolt action rifles. Improved streamlining—better protection of mechanism from damage and dirt—more positive ignition—greater safety for shooter. Same action on five other Mossberg rifles priced from \$17.95 to \$37.95.



22 cal., open sight,  
7-shot, clip Sporter.

Model 340K **\$30.95**

New, precision, target  
sights, front and rear.

Model 340B **\$33.95**

## NEW

wanted by every shooter...and

## EXCLUSIVE

### Clip Automatics Handling All Three "22" Cartridges

For the first time, ever, clip magazine rifles that shoot 22 caliber Short, Long and Long Rifle cartridges. A convenience thousands of shooters have wanted. Same feature also standard on Mossberg automatic carbines, Models 352 and 352K at \$37.95.



22 cal., 7-shot, clip automatic.

Model 350K **\$37.95**

Scope is Mossberg  
C-LECT-POWER

Model 1A25 **\$24.95**

2 1/2 X and 5 X

All prices are retail ... Rifle prices \$1 higher west of Rockies.

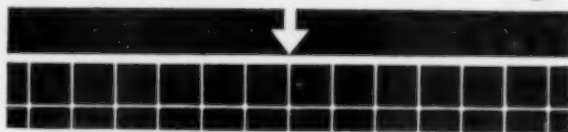
## NO COMPETITION

Stock Mossberg and you can offer these advantages completely without competition from other makes. How can you lose!



O. F. Mossberg & Sons, Inc.  
84708 St. John St., New Haven 5, Conn.

## LOOK! Smo-o-o-th Edge



### Wright Weldedge Hardware Cloth

has strength and rigidity . . . heavy galvanizing . . . uniform and smooth edge . . . unrolls straight and flat. 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh.

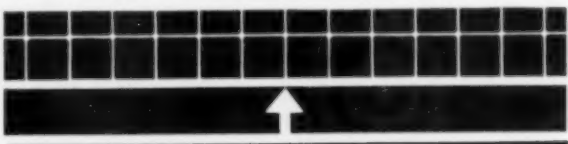
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### SALES REPRESENTATION WANTED

## RUST-X

T. M. REGISTERED

The Magical Rust Remover

Manufacturers Reps.—Distributors—  
Jobbers—HANDLE RUST-X

Unconditionally Guaranteed to Remove Rust from all Metals

Hundreds of Rust Removing Uses  
Large and Small Machine Parts, Factory and Home Tools, Kitchen Appliances, Metal Furniture, Garden Tools, Office Machinery, Golf Clubs, Fishing Gear, Farm Machinery, Construction Steel, Aircraft Parts, Marine and Auto Engines.

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Miami 44, Florida

"Rust and Mildew Preventive Chemical Products"

## DEALERS PROFIT . . . CUSTOMERS ARE SATISFIED

with **ADAMS**

Uniform thickness and exclusive waterproofing prevents leakage and waste . . . keeps your customers asking for more. Special attention given odd size cup orders. Backed by advertising throughout the South and Southwest.



You can also profit from  
**KAYO, TIP-TOP and ADAMS**  
Steel hand tools, cold chisels, punches, etc.

**C. F. ADAMS, Inc.** 420 South Lake St.  
Fort Worth, Texas



customer less. You can sharpen either a rotary or reel type power mower, and also the push type mower, by just setting it up on the machine. The blades don't have to be removed."

The company also carries a complete line of Gates V-belts for power lawn mowers. The belt is the part that wears out most often and during the summer, they do a brisk business in replacing them.

Menier offers pick up and delivery as a part of the service facilities. On a large item that is difficult to move, Fiester repairs it at the customer's home. The portable welding equipment comes in handy here, as does the portable key-cutting machine he carries along. Almost everyone needs additional keys, and he gets a lot of this business by just asking if they need any. Since the machine is right outside in the truck, the customer often gets out his key ring and has several made.

The store gets many service jobs as a result of its telephone book yellow page listings. It lists its repair services under electrical appliances, lawn mowers, saws and several other classifications. The locksmith service is listed also.

"The thing that's holding us back right now," Menier stated, "is our cramped quarters. We're planning to build on to the back of the store just so we can enlarge the service department. Then we can set up the lathe, rearrange the other equipment more satisfactorily, and have more space for storage."

"From the looks of it, there's no limit to the amount of service business we can do when we get the right set up. And it's not only profitable itself, but it draws in people who then buy hardware items in the store. The service department is a two-way asset."

## Turnover: Key to Housewares Profits

(Continued from page 26)

Last year, immediately following the Toy Fair, 119 families opened layaway accounts for toys and housewares. Along with the toy pianos, selling at \$19.95, went many expensive items from housewares.

Franklin said that about 75 percent of the gift-buying done in the store is from housewares and toys. He encourages layaway customers to take advantage of his family layaway service, open to all of the family.

# QUALITY

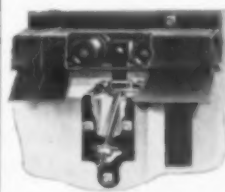


## INHERENT IN HARDWARE by R-W

Quality is a much used word... often a much mis-used word. Products, of any type, have to be designed and manufactured to rigid standards to earn the "quality" label. In the heavy-duty hardware field, one brand has earned and retained the "quality" label for over 77 years... Richards-Wilcox. This reputation has been earned only through R-W's years of "designed-for-the-job" engineering and rugged construction which assures that an inherent quality is "built-in" to each piece of R-W hardware. This "quality" will "pay-off" for you, too... yes, for steady turnover, top profits and complete customer satisfaction... sell R-W hardware... the QUALITY LINE at the RIGHT PRICE.

The R-W line of hardware includes the following products:

- "LOCK-JOINT" Track and Hangers for doors of all sizes and weights.
- R-W Weatherproof Barn-door Track and Hangers.
- Latches, Hasps, Door Bolts, Flush Pulls, Door Handles, Stay Rollers, Binders and Floor Guides.
- Hinges in a broad assortment of types and sizes.
- Studding Sockets.
- Complete hardware sets for sliding doors.
- Complete line of Fire Doors and Fire Door Hardware.
- Industrial Doors and Hardware of all types.
- Electric Operators for all types of doors and gates... whether they swing, slide or fold.



423 HANGER STORMPROOF TRACK



T033 HINGE



152 LATCH

**WRITE TODAY!**

For complete information.  
Request Catalog No. 100-R.

## Richards-Wilcox

MANUFACTURING COMPANY

"A HANGER FOR ANY DOOR THAT SLIDES"



336 W. THIRD STREET • AURORA, ILLINOIS  
Branches in Principal Cities

Playground equipment is also in the housewares department, although the larger gym sets cannot be set up here. Some sort of display is maintained during the outdoor season, where women can see the items while shopping for the home.

To make the complete housewares department especially attractive, Franklin always has samples of various items to hand to customers who ask for them. He stocks all the samples of cleaners and waxes that he can get. To this practice, which is very popular with women, he gives credit for some of the profitable volume he has on household cleaners and cleaning utensils, such as brushes, brooms, and mops.

Although Franklin values a saleswoman in the housewares department, he employs women only during the Christmas season and occasionally for special promotions. His men are well trained to demonstrate all housewares.

Housewares are advertised in regular newspaper space, radio spot announcements, and occupy most of the space in the attractive four-page circular provided by one of the wholesalers, which goes out

four time a year to rural box holders and city mail routes. Some of these circulars are held in the store to be used as package inserts.

Throughout the housewares department are neat little stacks of folders and circulars provided by the manufacturers, placed where women can see them and pick them up. Whenever possible, Franklin's name is overprinted. These, too, frequently go into the customer's package.

"About 75 percent of the people who come in here are women," Franklin concluded. "The housewares department is our best source of volume."

### Dealer's Know-How Is Boosting Tackle Sales

(Continued from page 28)

and other details. This is announced over the radio at 6:00 a.m., 7:00 a.m., and 8:00 a.m., and the customers of Haas Hardware listen attentively. Hearing of his success, they have confidence in his recommendations as to their fishing tackle needs.

An unusually large fish that has been caught may be mounted and displayed in the window.

Even on Sundays, Haas visits fishing spots with his family to learn what is happening.

A stock of live bait is bought daily at the market to accommodate fishermen and as a traffic item. Loss is high on them but Haas expects to do no better than break even on live bait.

The store buys fishing tackle locally in January and February. A good selection is available right in town with next-day delivery and no freight charge.

An initial order of \$1,000 is placed on new model rods, reels, lines, tackle boxes, and re-orders are made weekly. Since fishing tackle is popular Christmas gift merchandise, another large order is placed in September or October—again for around \$1,000. With weekly fill-ins cost stock through the year amounts to about \$2,500.

To give an extra boost to sales, window signs and store signs promote the line. Specials are run in season with 20 percent off on one rod, one reel, or an entire line to help increase volume.

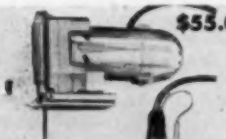




"A discount-happy public has to be gratified, and so we put on these 20 percent-off specials from May through October. This compares in no way whatsoever with what discount houses offer, but it fills a need in the public mind," Haas explained.

The fishing tackle department is 8-ft. x 5-ft. Confined to this small space, an assortment of rods is suspended from an overhang. Rods and lures are accessible in open, neat displays but reels are arranged in glass cases.

"I like reels in glass display cases. I think it enhances their value like expensive jewelry. It adds to their appeal," Haas commented.

Haas Hardware permits 30-day accounts with no carrying charge. If no collection is made within 90 days, the account is turned over to a collection agency. Delinquent accounts comprise about three percent of over-all business. About 50 percent of over-all volume is gained on 30-day accounts.

"We are really a little more liberal than this sounds. Delayed payments prompt a personal note written by myself. Or we get on the telephone and learn the circumstances delaying payment. Where there is illness or some other reasonable cause, we do not press for payment through a collection agency," Haas explained. "We wait,

MODEL NO. 1		\$53.00
MODEL NO. 2		\$130.00
MODEL NO. 10		\$39.95
MODEL NO. 15		\$79.95
MODEL NO. G		\$24.95

### AMERICA'S FIRST AND FINEST RECIPROCAL ACTION SAWS

FORSBERG

## WHIZ-SAWS

### THE PROFIT LINE

Dependable electric power saws by Forsberg represent the finest your customers can buy at a price they can afford. Choice of five models ranging from the new low priced G-WHIZ (\$24.95) to the more powerful WHIZ-SAW NO. 2 (\$130.00). Excellent profit margin on every model. Each comes attractively packaged and complete with 3 blades. Newspaper mats available.

Send for new catalog today

## Forsberg

over 45 years of manufacturing experience

THE FORSBERG MFG. CO., BPT., CONN.

knowing that the customer's word is reliable and evidence enough of his intention to pay."

Fishing tackle customers acquire the steady habit of returning to a store for other merchandise. Paint, tools, garden supplies, etc., reflect the increase in volume that their steady patronage brings, Haas has found.

## Gift Goods Are Major Profit Line

(Continued from page 32)

ed profitably. One entire table is devoted to lazy susans, in a variety so wide that anyone can find what she wants.

Colored pottery and ovenware dishes have a handsome showing, clearly price-marked.

Table silver, in chests and in place settings, is displayed in several spots among china and glass. It is a profitable item, advertised and promoted along with the main line.

The long china and glassware display sweeps back to general housewares, and then to paints. Because paints sell regularly to those interested in an attractive home, the paint department, at the rear of the 140-foot long store, is plainly visible from the front. A large sign extending across the department plays up a nationally known brand of paints.

Small electrical appliances are featured in the glasswares section, especially the newer, more luxurious items. Steam irons, automatic frying pans and deep fryers, portable ovens for brown-and-serve breads—all these sell faster because they receive the same effective promotion that is given to glass and china.

Curry asserts that people in the smaller towns are eager to have the newest items. He attends hardware shows to find the latest merchandise. And then he backs his fresh displays with advertising, carried in newspaper display space and in radio spot announcements.

## Outside Island Display Is Pulling Customers In

(Continued from page 33)

ply can't be overlooked by passers-by. The small store-sized showcase is frame construction and is painted orange with white trim.

It has four large, overhanging doors in the front and in the back, and eight-foot plate glass windows in ends, a concrete floor, and tar-and-gravel roof. Except in periods of very bad weather, Winkley keeps all the doors raised during store hours. The prices of items on special are painted on the windows.

Potential customers driving by on the highway see an "open" display. The merchandise this time of year includes lawn furniture, beach chairs, picnic tables, heavy coolers, refrigerators, and virtually any other items Winkley is particularly desirous of moving. Often this unit is used to push "hot-priced" trade-in refrigerators, and other appliances.

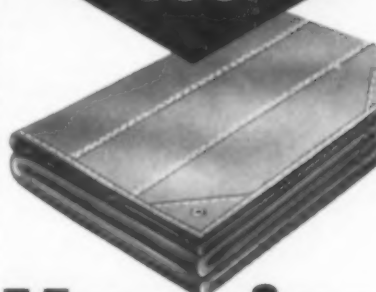
Carl Winkley, a salesman in the store and son of the owner, states that although it is impossible to count the exact number of customers the display unit brings to the store, there is no question that it "attracts a lot of attention. We see lots of cars pull up on the lot and the people get out to go to look at a particular piece of displayed merchandise," he explained. He added that as often as not, a visit to the display unit ends up with the potential buyer heading on into the store to look at other items.

The younger Winkley estimates that the display, which was originally built at a cost of \$2,000 and has since required almost no maintenance, pulls in around 20 customers a week. Of course, the number varies a great deal, he said, depending on the season of the year, the specials offered, and due to other normal business fluctuation factors.

Situated about 50 feet from the front door of the store, and with the overhung door raised, the unit is clearly visible to personnel in the hardware or furniture sections. Thus the display unit does not require employment of an additional salesman to take care of customers who stop to look. A member of the regular sales staff can quickly wait on a customer in the display unit, and if no sale is made there, can usually interest the potential buyer in looking at complete stocks inside the store.

Young Winkley says another advantage of the display unit is that because of the large door at ground level and the concrete floor, it is particularly handy for showing heavy refrigerators and cooling units. Such merchandise can be quickly and easily unloaded and moved into the display building.

# HERE'S HOW! AND PROVED TOO!



## Hoosier Tarpaulins

- ✓ GIVE YOU A FULL PROFIT
- ✓ FAST TURNOVER
- ✓ REPEAT BUSINESS

This is a Hardware item that has shown a steady profitable market year in . . . year out.

### HERE'S WHAT HOOSIER OFFERS YOU:

- Finest Quality in both material and workmanship
- Fastest Service . . . same day shipment from stock of 25,000 tarpaulins in 42 sizes and 5 weights
- Truck Freight Prepaid . . . on all orders of \$100 net or more
- Fully Guaranteed . . . to give complete customer satisfaction or money back

### DO THIS AND SEE FOR YOURSELF

1. Write for Big, New 1958 Catalog in full color
2. Ask for Jobber-Distributor Price list



## Hoosier

TARPAULIN & CANVAS GOODS CO., INC.

Dept. HT—1302 West Washington Street  
Indianapolis 6, Indiana

... And See How You TOO Can Profitably  
Sell The Hoosier Line.

To: Hoosier Tarpaulin & Canvas Goods Co., Inc.  
Dept. HT—P. O. Box 574  
Indianapolis 6, Indiana

Please send me Hoosier's complete catalog and Jobber-Distributor price list so that I may increase my Tarpaulin sales and profits.

FIRM NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

MR. \_\_\_\_\_ TITLE \_\_\_\_\_



## Mower Sales

(Continued from page 34)

until late in the season. He uses no radio or newspaper advertising.

Many of Robbins' sales are financed through a finance company on a non-recourse basis. These loans usually are for a 12-month period and most of them run from \$65 to \$125.

"It's cheaper for my customers to finance power mower sales through a finance company than through a bank," Robbins explains. "The banks have a flat minimum charge of \$10 on such paper. For example, if a customer buys a \$60 mower and finances the sale through a bank, the mower actually costs him \$70. He can get it cheaper through a finance company that offers a lower charge as an inducement to get the customer to buy more paper."

Two years ago Robbins started offering service on mowers simply because customers were having difficulty getting service in his section of the city. Now his service department has become an important sales factor.

"I opened a service department not to make money primarily but to render a service to my customers," Robbins recalls. "However, I now am making some money out of it."

"A store doing a good volume on mowers almost has to have a service department, I believe. Any power mower is going to develop trouble and need service eventually. Then the customer naturally wants to bring the mower back to your store although you tell him you can't service it and recommend a shop that can."

"Most customers when buying a mower want to know where they can get service. They don't like the idea of a long delay or having to go across town to get service."

"I have what I consider an ideal service department setup for an average-size store. My serviceman works in the evenings, stays until he finishes the day's work. It's a part-time job for him but profitable for both of us. He comes in at 4:30 p.m. Unless the repair is particularly difficult, or the volume unusually heavy, the mowers are ready for the customers the following morning. Therefore, I am able to stress 24-hour service. And that's an important sales clincher."

"The service department, which is in the rear of the store, was expanded this past year. In addition

to the man who works part-time on gasoline-powered motors, I have a serviceman who works full time on electrical appliances and electric mowers. He's really in business for himself. I have a working agreement with him and furnish shop space."

"My service shop also offers a factory method of sharpening reel-type mowers."

Robbins stresses honest—as well as fast—service. "We don't gouge or overcharge," he emphasizes. "If the service bill is going to run higher than we feel the customer expects, we call him before we start work. You can lose a good customer by not giving a reasonably accurate estimate before submitting a repair bill."

"We usually are called to pick up mowers that need service. Unless the trouble is obvious, we don't give an estimate on the spot. Give an on-the-spot estimate and you may have a hard time convincing the customer he should pay a higher service charge later when you completely diagnose the trouble."

"I feel time spent in diagnosing trouble should be included in the service bill, but I don't believe in overcharging. One of my customers recently said a shop charged her \$19 for mower service—yet didn't remedy the trouble. She brought the mower to my shop, had it fixed and was billed only \$5—which represented a fair profit to my shop."

"All of my service work is guaranteed."

"It's really pathetic how little some people know about power mowers. I guess that explains why they are easy prey for exorbitant service charges. I had one customer point this up in a rather amusing fashion. I had sold him a new mower which has an on and off switch. After a week, the customer brought it back and said it needed service. He said some kids had been playing with it, probably had left the switch on and run down the 'battery.' Of course, there's no battery on such a mower. Actually, his trouble was in the carburetor, which needed a slight adjustment."

Robbins uses a service argument effectively in selling bigger and heavier mowers.

"I emphasize the heavier mower may cost a little more initially but that the customer probably will save on repairs in the long run. Many customers will buy a light mower, then switch to a heavier one after a season or two."

"If the customer has a large lawn

or has children interested in cutting the neighbors' grass to make spending money, I strongly advise the buying of a heavy mower."

"There are three big reasons for most service headaches, I tell my customers—a cheap mower, buying a mower too light to do the job, and customer failure to read instructions fully before operating the new mower."

"We service every new mower before we deliver it, and we demonstrate proper use to the buyer. There certainly is less trouble for the customer—and the seller—that way. There also is an important safety factor in this procedure."

"Many mowers are used more than really intended by the manufacturer. When a customer asks for a light mower, I always ask if he has children who are going to use it. A mower used to cut the lawns of neighbors can get as much wear in one season as it normally would in 10 years—and naturally a light mower isn't going to stand up under that sort of use. Mowing strange lawns also results in more damage from rocks and sticks."

Robbins doesn't rent mowers. He believes wear-and-tear and accompanying headaches are too much to justify the expense and trouble.

He is pleased with his mower business. "Once you get a person's biggest order—a power mower—you usually get his business on smaller items," Robbins reasons.

◆

## Gudebrod Bros. Appoints Middleton Representative

GUDEBROD BROS. Silk Co., Inc., of Philadelphia, announces that Charles E. Middleton, manufacturers' representative, of Jackson, Miss., is handling the sale and promotion of Gudebrod fishing lines to the tackle trade in the states of Mississippi, Alabama, Florida, Georgia, South Carolina, North Carolina, and Tennessee.

◆

## Bommer Reps Extend Area to Include Virginia

BOMMER SPRING Hinge Co., Inc., Landrum, S. C., announces that the Southeastern territory of J. M. and J. W. Southard has been extended to include Virginia. The Southards are manufacturers' agents specializing in builders hardware, and have represented Bommer for several years.



# DEALER SALES AIDS

*For more information on these sales aids use the free post card on page 69*

## Door Mat Merchandiser

A compact, all-metal display stand designed for merchandising rubber door mats is made available by The Gates Rubber Co., Denver, Colo. Constructed of cadmium-plated, heavy-gauge wire, the new unit holds up to seven Kleen-Ezy door mats in less than two square feet of floor space.



A 4-color lithographed metal sign forms the lower portion of the merchandiser and points out sales features of the mat. The top half of one of the mats extends above the sign, inviting the customer's close inspection and encouraging self-service.

Attached to each Kleen-Ezy mat is a product information tag in the form of a miniature door mat.

The stand is furnished dealers at no cost when a special merchandiser pack of seven mats is purchased at regular dealer price. Standard replacement cartons containing six mats fit into the display stand. For more information—

**Write in No. C1 on card, Pg. 69**

## Plastic Aluminum Rack

Hercules Chemical Co., 416 Broadway, New York 13, N. Y., is offering

a free display rack with every two dozen of its new, 49¢-size tubes of Hercules Plastic Aluminum.

The rack is a compactly designed unit, holding 12 bubble-packed tubes on display cards. The selling message on the display, "Mends Everything," is graphically illustrated with five photos showing popular applications for Plastic Aluminum. The bubble-pack cards themselves add to the selling message, showing many more uses for the new product.

The rack, complete with a dozen cards, requires only 10" x 5" of counter space.

Hercules Plastic Aluminum is also available in \$1.00-size tubes and in cans. For more information—

**Write in No. C2 on card, Pg. 69**



## Display Fixtures

The Reeve Co., 9249 East Bermudez St., Rivera, Calif., has designed and engineered sturdy wall shelf brackets and standards to support shelves and glass bins for the display of housewares.

Shelves are adjustable at 1-inch intervals and will safely carry heavy

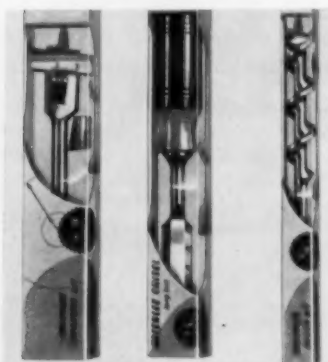
loads of appliances and kitchenware. Hooks and arm holders fit snugly against round hole display board to allow easy inspection and purchase of merchandise.

A catalog of the complete line, from island display units to pricing systems, is available on request. For more information—

**Write in No. C3 on card, Pg. 69**

## Bit and Chisel Package

The new Perma-Pak, individual package for bits and chisels introduced by Greenlee Tool Co., Rockford, Ill., is designed as a product sales feature, as well as a self-service display package.



A colorful boxboard holder slides in and out of a heavy transparent acetate sleeve, giving easy access to the tool. Cutting edges of tool are protected, yet clearly displayed. Punched tab at top of package pulls up for hanging; rectangular shape of package permits neat stacking for bin-type display. Tool size is labeled on package.

Perma-Pak is printed in green, yellow, and black. For more information—

Write in No. C4 on card, Pg. 69

## Jalousie Operator Kit

Anderson Hardware & Manufacturing Co., Inc., of Puerto Rico, is offering an individually packaged replacement operator for jalousies. It



is a complete do-it-yourself kit, compact and easy to install.

The operators are packed 12 to a carton and the carton itself is a colorful point-of-sale display. Carton dimensions are 7½" x 13" x 4" and the front panel asks the question,

"Do Your Jalousie Windows Open and Close Properly?"

For more information—

Write in No. C5 on card, Pg. 69

## Reel Display Rack

A reel display rack is offered by Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Length of the rack is 32"; width, 14"; height, 21½" with name panel raised. It is made of heavy-gauge



sheet steel, and is enameled and inscribed. Two chrome-plated metal bars, capable of holding approximately 13 reels of average size, run lengthwise through the rack. Twenty-six chromed clamps are furnished with the rack, for mounting of reels.

Cost is \$4.50, and rack is shipped f.o.b., by express, from factory at Coshocton, Ohio. For more information—

Write in No. C6 on card, Pg. 69

## PRINTED HELPS

and other sales aids for 1958

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. C7 on card, Pg. 69

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to dealers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is repro-

duced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. C8 on card, Pg. 69

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3¼-inch x 6¼-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Write in No. C9 on card, Pg. 69

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. C10 on card, Pg. 69

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. C11 on card, Pg. 69

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. C12 on card, Pg. 69

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the com-

pany at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. C13 on card, Pg. 69

**Chas. O. Larson Co.,** P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. C14 on card, Pg. 69

**The Garcia Corp.,** 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25¢. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written by top writers. For more information—

Write in No. C15 on card, Pg. 69

**Foley Manufacturing Co.,** 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in

any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Write in No. C16 on card, Pg. 69

**Kaiser Aluminum & Chemical Sales, Inc.,** 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. C17 on card, Pg. 69

**Wright-Bernet, Inc.,** Hamilton, Ohio, provides convenient packaging for its No. 1958, 12" plastic household push broom. The broom is packed four to a box including handles. The packaging is designed to save time, space, repacking, and extra handling for both the dealer and wholesaler. The broom itself is bristled with turquoise Berlight plastic, with the handle lacquered in matching turquoise. It is designed to list around \$1.69 per brush, including handle. Catalog sheets are available. For more information—

Write in No. C18 on card, Pg. 69

**Rubbermaid, Inc.,** Wooster, Ohio, is sponsoring a giveaway type promotion which enables retailers to give customers the combined gift of a Deluxe Plate Scraper and a Deluxe Bottle and Jar Scraper — a regular 68¢ value—with the purchase of either of two popular size Rubbermaid Drainer Trays. The promotion is being backed up by a complete promotional kit for each one-dozen order. Each kit includes 12 sets of the scrapers, bagged and banded for retail display; a four-color wall or window banner for store announcement of the offer; proofs of free advertising mats; an easel display card to be used with the Trays; samples of a free consumer statement stuffer on the offer; and a letter of instructions as to how to get maxi-

## the TURNBUCKLES LINE Saves Money and Time!

1. Packaged for quick identification and easy sales.
2. Immediate shipment on orders from a central location insuring quick delivery.
3. A complete line eliminates losses on shipping charge minimums.

for easy profit... display and sell them all



**TURNBUCKLES**  
"Aluminum" bodies, steel hooks and eyes



**EYE BOLTS**  
wrought cuts, bright zinc plated. Assembled



**SCREEN DOOR BRACES**  
Steel rods with sturdy "Aluminum" bodies



**SCREW HOOKS**  
round end, self-closing type, in steel or brass



**GATE HOOKS AND EYES**  
full size range



**EYE BOLTS**  
with leg thread, turned eye



**SCREW EYES**  
large, medium and small eyes, in steel or brass



**Q & S HOOKS**  
steel or brass, in a wide range of sizes



**Q-BOLTS**  
bright zinc plated, with leg thread and hex nuts



**CUP HOOKS...**  
shoulder hooks brass with firm bases



**SCREW HOOKS**  
square-bend, curved, red lead, steel or brass



**PORCH SWING... CLOTHES LINE... HAMMOCK HOOKS**

... PLUS

**TURNBUCKLES**  
Perforated Board  
FIXTURES

Ask your distributor or write to

**Turnbuckles**  
TURNBUCKLES, INC. 53

BOX 333, MICHIGAN CITY, INDIANA  
FACTORY, GRAND BEACH, MICHIGAN





**Griffin**

hack  
saw  
blades  
are  
tops

- top quality
- top profit
- top cutting
- tops with consumers

**Each Blade**  
Clearly marked for  
tooth size and what  
it will cut

**Each Blade**  
Marked for front end

**Each Blade**  
Painted, looks good,  
rust resistant

Give the man a  
blade made to  
do a man's work.



Ask your jobber for Griffin Hack Saw  
Blades, Coping Saw Blades  
and Scroll Saw Blades.

**Griffin**

**G. W. GRIFFIN COMPANY**  
Franklin, New Hampshire

Sales Agents:  
John H. Graham & Co. Inc.  
105 Duane St., New York 8, N. Y.

mum sales. For more information—  
**Write in No. C19 on card, Pg. 69**

**The Edwin H. Fittler Co.,** Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope. (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Display Box containing 50' connected coils of either 1/4", 5/16", 3/8", dia. sizes and 25' connected coils 1/2" dia. size, Fittler "Stabilized" filament nylon yacht rope. (7) Display Boxes containing Fittler yellow polyethylene or Fittler Manila water ski tow ropes—six boxes to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

**Write in No. C20 on card, Pg. 69**

**Swan Rubber Co.,** Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

**Write in No. C21 on card, Pg. 69**

**Rubbermaid, Inc.,** Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

**Write in No. C22 on card, Pg. 69**

**The Yale & Towne Manufacturing Co.,** Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchan-

disers are offered by the company for location in strategic positions. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

**Write in No. C23 on card, Pg. 69**

**Gale Products, Dept. 517 A,** Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its eight 1958 model Buccaneer motors. For more information—

**Write in No. C24 on card, Pg. 69**

**The Moto-Mower Co.,** Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited) in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are charged \$2.00 per 100; \$15.00 per 1,000. For more information—

**Write in No. C25 on card, Pg. 69**

**Tennessee Coal & Iron Division,** United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

**Write in No. C26 on card, Pg. 69**

**American Tackle and Equipment Co.,** "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. The company also makes available through its salesmen a package of 26 promotion pieces for dealers including national ad blow-ups; window streamers, banners, and radio-TV spot announcements. For more information—

**Write in No. C27 on card, Pg. 69**

**Alan Wood Steel Co.,** Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. For more information—

**Write in No. C28 on card, Pg. 69**

**Stanley Hardware,** Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including



packaging, layout guides, and displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

**Write in No. C29 on card, Pg. 69**

**Republic Steel Corp.**, 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

**Write in No. C30 on card, Pg. 69**

**Rain Jet Corp.**, 6253 Hollywood Blvd., Hollywood 28, Calif., has available a detailed and fully illustrated instruction sheet showing how to plan, lay out and install a Rain Jet sprinkler system. In addition to instructions, there are templates for each of the 12 heads in the line to facilitate planning the locations of the sprinkler heads on the drawing. Also offered to dealers is a 10½" x 14" display rack, with an initial balanced assortment. The heads are packaged individually in color-coded cartons. Net to dealer is \$42.60 with a 33½% mark-up. A supply of envelope stuffers and instruction sheets is included with each rack shipment. For more information—

**Write in No. C31 on card, Pg. 69**

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

**Write in No. C32 on card, Pg. 69**

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished

with soft rose background and jade green trim. For more information—

**Write in No. C33 on card, Pg. 69**

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

**Write in No. C34 on card, Pg. 69**

**Fuller Tool Co., Inc.**, 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

**Write in No. C35 on card, Pg. 69**

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

**Write in No. C36 on card, Pg. 69**

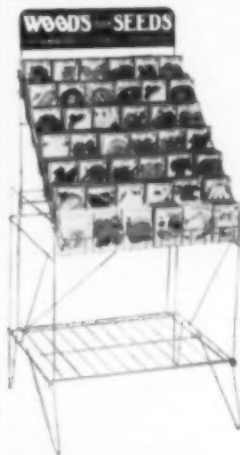
**O. F. Mossberg & Sons, Inc.**, P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

**Write in No. C37 on card, Pg. 69**

**Upton Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

**Write in No. C38 on card, Pg. 69**

**Scott-Atwater Manufacturing Co.**, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature



**MAKE 40% PROFIT...**

**INVEST NOTHING**

**WITH WOOD'S SEED RACKS!**

Put an "extra salesman" in your store—a

Wood's seed rack! You pay *only* for what you sell . . . return the rest. Fast-selling Wood's seed racks please customers, build profits. Remember WOOD'S—the name that sells seeds!

**CONTACT US FOR:**

- Lawn Grass
- Field and Garden Seeds
- Pet Supplies
- Insecticides



**T. W. WOOD & SONS**  
RICHMOND, VIRGINIA  
SEEDSMEN SINCE 1879

## The NEW Profitable Way to Sell and Stock

### FAMOUS PHOENIX AND JUNIATA Horse and Mule Shoes

HANDY 10 PAIR  
DISPLAY PACK



- Economical Size for Owners
- Permits Stocking Representative Patterns With Small Investment
- Easy to Handle on Counters and in Stock Room
- Over 300 Patterns and Sizes—also available in 50- and 100-lb. cartons

Here's the convenient way to realize extra profits, with minimum investment, from horse and mule shoes. With the new 10 Pair Pack, you need to stock only the most popular patterns and sizes for your area. Take advantage of the profit opportunities this market offers. Send coupon below for selection list and prices and free booklet "How to Care for the Feet of Your Horses and Mules."

**PHOENIX MANUFACTURING COMPANY**  
JOLIET, ILLINOIS

Founded 1882



World's Largest  
Manufacturer  
of Horse, Mule  
and Racing Shoes

Horseshoe Products Division 865  
Phoenix Manufacturing Company • Joliet, Illinois

Send selection list for 10 Pair Pack and free booklet "How to Care for the Feet of Your Horses and Mules."

Scott-Atwater's 1958 motors; hand-out stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement, and a 20-second spot announcement; changeable trans-light displays; wobbler display; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. C39 on card, Pg. 69

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. C40 on card, Pg. 69

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz.—list price is \$16.00. For more information—

Write in No. C41 on card, Pg. 69

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. C42 on card, Pg. 69

Petersen Mfg. Co., Dept. SH-3, De-Witt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Write in No. C43 on card, Pg. 69

## END septic tank TROUBLES!

### NEW FREE-ALL

— 100% ACTIVE... No Inert Matter  
— One Treatment Lasts 4-6 Months



- Most effective — One treatment prevents, frees tank clogging
- Easy — Just pour into toilet and flush
- Safe — Won't harm humans, animals, plumbing

Stock — display — order today!  
**G. N. COUGHLAN COMPANY**  
West Orange, N. J.

Mfr. of Chimney Sweep, Process 33, Oven-Aid Oven Cleaner, De-Moist, Easy-Aid Silver Cleaner

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. C44 on card, Pg. 69

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. C45 on card, Pg. 69

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8 1/2" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. C46 on card, Pg. 69

# NEW PRODUCTS

*For more information on these new products  
use the return free post card on page 69*

## Pipe Fittings Package

An assorted package of pipe fittings, the Thrifty Fifty Pak, is announced by Union Malleable Manufacturing Co., Ashland, Ohio, and is designed especially for plumbers.



The rugged carry-all tray is divided into bins for each group of fittings, and each bin is plainly marked for item and size. Sturdily constructed of corrugated board with no projecting staples to scratch the hands, the Thrifty Fifty tray is as easily refilled as it is to use, the manufacturer states. The package is of yellow, red, and black design.

Each Thrifty Fifty tray is packed in its own shipping carton, plainly marked for size and finish. The Thrifty Fifty is available in either 1/2" or 3/4" and galvanized or black U-Cote. For more information—

Write in No. 753 on card, Pg. 69

## Vacuum Bottle

"By Thermos (R)" identity has been extended to the promotional "Icy-Hot" line of vacuum bottles manufactured by The American Thermos Products Co., Norwich, Conn. New



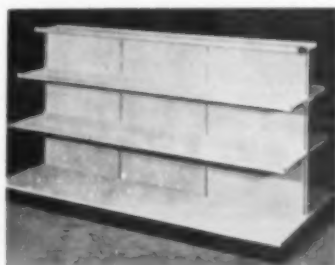
and colorful packaging and sleeve labels carry the story, as well as the illustration of all exclusive features "by Thermos (R)": Polly Red Top (R) stopper, non-drip pouring lip, and combination tip protector and shock absorber. For more information—

Write in No. 754 on card, Pg. 69

## Display Gondola

A display gondola, available in sizes ranging from 3' and 4' wide to 5' and 8' long and adaptable to all types of merchandise, is announced by W. C. Heller & Co., Montpelier, Ohio.

The display is adjustable and has a Colorflex, mar-resistant finish.



Shipped unassembled, it is said to be quick and easy to put together.

Prices are from \$101.30 to \$167.00, f.o.b. factory. For more information—

Write in No. 755 on card, Pg. 69

## Household Tool Kit

For the housewife who has everything, but nothing to fix things with, Consolidated Tool Co., 2209 Santa Fe Ave., Los Angeles 58, Calif., announces the Diligent Duchess Household Tool Kit, a kit of especially designed home tools for women.

In gold plate or chrome, the tools are placqued for hanging inside the broom closet door. Kits of 10, seven, or six tools are available.



With special treatment such as a handle designed by a Hollywood designer, spangled clear plastic grips, slightly lighter tools in weight than conventional men's tools, and the steel plated with 22-carat gold or beautiful chrome, the Diligent Duchess home tool kit enters the feminine do-it-yourself consumer field. For more information—

Write in No. 756 on card, Pg. 69

## Pizza Cutter

Hyde Manufacturing Co., Southbridge, Mass., offers a new Pizza Cutter which has a 2" stainless steel wheel to cut through the pizza on a free wheeling bearing. Also cuts ravioli, dough, and snacks. The cutter has an offset blade to prevent clogging of the tool and a special guard to protect thumb and fingers.



The Pizza Cutter is available in three colors, red, yellow, and green, and retails at \$1.59 each. The cutters are individually packaged on green, lavender and white self-serve cards with one half dozen of each color displayed on a rack. Complete assortment comes in corrugated container. For more information—

Write in No. 757 on card, Pg. 69

## Lawn Rake

Rounding out its line of spring-steel lawn rakes and wood rakes, Rugg Manufacturing Co., Greenfield, Mass., announces the No. 50 Fan-Rake, a rake which combines the fan shape with the durability of spring-steel teeth.



The No. 50 Fan-Rake is lightweight and features a locking device that holds the 20 teeth firmly in place. It has a 48" Yankee hardwood handle. Heads are packed one dozen in a carton; handles, one dozen in a bundle.

A catalog sheet is available. For more information—

Write in No. 758 on card, Pg. 69

## "Duron" Fishing Line

Western Fishing Line Co., Glendale 4, Calif., announces a new German process extra limp monofilament in its coral color. Called "Duron" the new line comes packed six 100-yd.



spools connected in a plastic box labeled with "coloron" labels. Duron carries a list price of 60 cents per 100-yd. spool of 4-lb. test. Duron is available in tests from four to 40 lbs.

Duron is also available in an introductory counter merchandising rack designed for self-service. For more information—

Write in No. 759 on card, Pg. 69

## BB Repeater

A lever-action BB repeater that is powered by CO<sub>2</sub> gas, the Hahn Super BB Repeater, is introduced by the P. Y. Hahn Manufacturing Co., Inc., a newly formed division of the Crosman Arms Co., Inc., Fairport, N. Y.

Exclusive features of the gun include Magnetic-Swing loading, Powerlet gas power, fingertip lever action, real gun styling, Tru-Spin rifled barrel, and top target accuracy.



Like the Crosman .177 and .22 caliber gas-powered Pellguns, the Hahn repeater is "fired" by the release of odorless, non-toxic carbon-dioxide gas when the trigger is squeezed. A single Giant Crosman Gas Powerlet provides uniform power for 100 shots. Use of Powerlet gas power does away with pumping or cocking against a heavy spring, the CO<sub>2</sub> does all the work.

A short, 2-inch stroke of the lever feeds standard steel BB's from the 30-shot, spring-feed tubular magazine; loads them one-at-a-time against an exclusive holding magnet; and cocks the gun for firing.

The gun features hand-finished wood stock and forearm, blued steel barrel, and heavy die-cast metal lever and receiver. Suggested retail price is \$14.95. For more information—

Write in No. 760 on card, Pg. 69

# MARSHALLTOWN TROWELS



## Powder Lubricant

A white powder lubricant called "Dry-Lube" that will not soil hands or clothing was announced recently by Reardon Products, 205-07 Cass St., Peoria, Ill.



The product is said to be of fine texture to assure penetration. It may be used to lubricate anything that moves, and it will not freeze or melt.

Three counter display cards are available. One contains fifteen 1/2-ounce non-breakable polyethylene "squeeze" bottles. Another features one 1/2-ounce bottle, and the third, a 2-ounce bottle. Each card lists suggested uses for Dry-Lube to create impulse sales. For more information—

Write in No. 761 on card, Pg. 69

## Ammunition-Making Kit

A complete ammunition-making kit, including both reloading and bullet-casting equipment, is made available by Lyman Gun Sight Corp., Middlefield, Conn. Complete instructions are included in an illustrated manual.

Among the components contained in the kit are an Ideal 310 Tool with a bullet sizing chamber and a complete set of dies for reloading one of



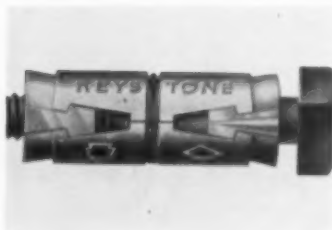
14 cartridges; a mould for rifle or pistol bullet, lead ladle, loading block and powder charge scoop. Selection of caliber may be a .222 Remington, .243 Winchester, .244 Remington, .257 Roberts, .270 Winchester, .308 Winchester, .300 Savage, .303 British, .30/06, .30/30, .38 Special, .357 Magnum, .44 Special or .44 Magnum.

The kit is priced at \$24.95. For more information—

Write in No. 762 on card, Pg. 69

## Parallel Expansion Shield

A heavy-duty parallel expansion shield for anchoring to masonry is announced by the Diamond Expansion Bolt Co., Garwood, N. J.



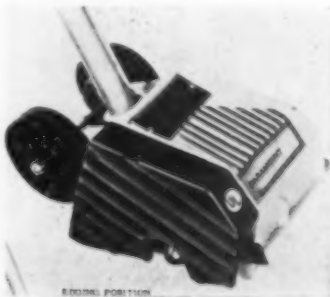
Named the Double Keystone Shield, the new anchor provides an exclusive built-in nut-stop that prevents over-tightening and nut pullout. Once inserted, the Double Keystone becomes a permanent fixture that can be re-used for anchoring other objects by simply removing the bolt.

Available in sizes from 1/4" to 1 1/4" bolt diameter, the Double Keystone's precision cast parts with uniform bevels and radii allow easy expansion. For more information—

Write in No. 763 on card, Pg. 69

## Electric Edger-Trimmer

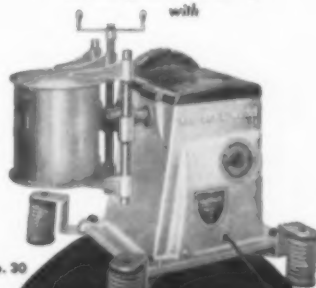
The Paramount P-50 electric edger-trimmer is introduced by Allegritti & Co., 7225 Fulton Ave., North



Hollywood, Calif. It has die cast housing; 1/7 h.p. specially developed ball bearing motor; and heavy duty

the fresher the paint...  
the faster it sells!

Build volume, repeat business  
in your paint department  
with



No. 30

**Red Devil**  
Paint  
Conditioners



**Red Devil Tools.**

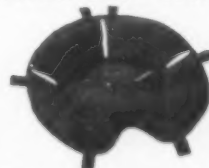
2400 Vauxhall Road, Union, N. J., U. S. A.

**Tapatco**  
TRADE MARK REGISTERED U.S. PAT. OFF.  
HORSE COLLAR PADS



For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

**Tapatco**  
TRADE MARK REGISTERED U.S. PAT. OFF.  
TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

shaft. The motor is said to develop 12,500 R.P.M.

The Paramount P-50 has high and low wheel adjustment to allow the edger-trimmer to conform with turf contours. Trigger action swivel allows it to be changed from an edging to a trimming position simply by pulling the trigger and reversing the cutting head. For more information—

Write in No. 764 on card, Pg. 69

## Hook Remover

A hook remover designed much like a surgeon's right-angle forceps is introduced by Ardmore Specialties, 12 Rittenhouse Place, Ardmore, Pa. Known as the "Hookout," it affords a clear view into the fish's gullet.



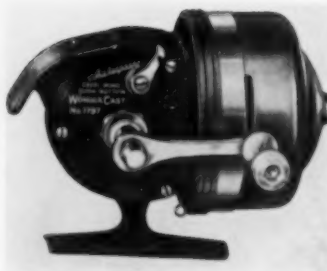
The Hookout has spring-opening sawtooth jaws which grasp single live bait hooks or multiple-hook artificial lures without injuring the fish. Fully 9½ inches long, with an 8-inch reach, the unit is made of steel, case-hardened and cadmium plated. It is said to be rust-resistant even in salt water. For more information—

Write in No. 765 on card, Pg. 69

## Push-Button Reels

The Shakespeare Co., Kalamazoo, Mich., is introducing the No. 1797 WonderCast reel, a level-wind version of its heavy-duty push-button model, the No. 1777. The new model, however, will be available with approximately 75 yards of 12 lb. test Monofilament (installed) rather than the 10 lb. test line currently being used on the No. 1777.

The No. 1797 WonderCast is styled in bronze, has a heavy duty structural frame bearing designed to give the gearing and level-wind mechanism mechanical sturdiness and a solid one-piece machined aluminum spool to resist distortion pressure of Monofila-



ment. Drag is adjusted on the Shakespeare push-button reels by tightening or loosening the outer cone, a notch at a time, micrometer-style; the outside ring of the cone is marked "more" or "less" with turning direction arrows.

The new reel with 12 lb. Monofilament installed is tagged with a list price of \$24.95. The regular No. 1777 with 10 lb. line on the reel is list priced at \$22.95 for the coming '58-'59 season. For more information—

Write in No. 766 on card, Pg. 69

## "Triple-Tone" Drill

The "Triple-Tone" ¼-inch electric drill rated at 2.7 amperes is introduced by Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport, Conn.

The drill, Model 149 DL Deluxe, has a mirrored copper-plated gear case, die cast mirrored aluminum lightweight housing and black anodized screws, spacer, and trigger.

The "Triple-Tone" comes with a



three-wire, seven-foot cord, with a two-pronged plug and ground adapter, gear chuck, key and holder. Other features include ball and self-lubricating bearings, heat-treated gears, high-capacity cooling fan, quick-release trigger lock and high-torque motor.

The 149 DL Deluxe has a free speed of 2500 rpm; a load speed of 1500 rpm. Overall length is eight inches; weight is three pounds. Recommended list price is \$29.95. For more information—

Write in No. 767 on card, Pg. 69

## Baler Twine

A baler twine of pure sisalana fibre is offered by Columbian Rope Co., Auburn, N. Y.

Columbian makes a long yardage baler twine as well as a standard baler twine. The long yardage baler twine averages 10,000 ft. per bale and has an average tensile strength of 290 lbs. The standard baler twine averages 9,000 ft. per bale and has an average tensile strength of 325 lbs.



Made on identical modern machines, all the baler twine is smooth and not discolored by any of its protective treatment, according to the company. Treated and protected against attack by insects, rodents, water or decay, each fibre is individually waterproofed in the same manner as Columbian's pure manila rope.

Every ball of baler twine is encased in a heavy paper wrapper that assures a non-collapsible ball of free running twine right down to the very end. The baler twine is packaged in 20 lb. balls with two balls to a bale. The gross weight per bale is 40 lbs. For more information—

Write in No. 768 on card, Pg. 69

ALWAYS SELL GENUINE

# MOLLY

Write for Free Literature

## SCREW ANCHORS and JACK NUTS

MOLLY CORP.  
Reading, Pa.

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature and more details on any products or sales aids mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

**Southern Hardware pays the postage!**

AUGUST, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AUGUST, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

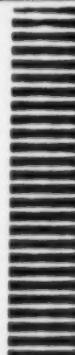
**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA





# *Southern* **Farm Equipment**

AUGUST

1958

LP Gas Conversions

for Added Volume

Pg. 77





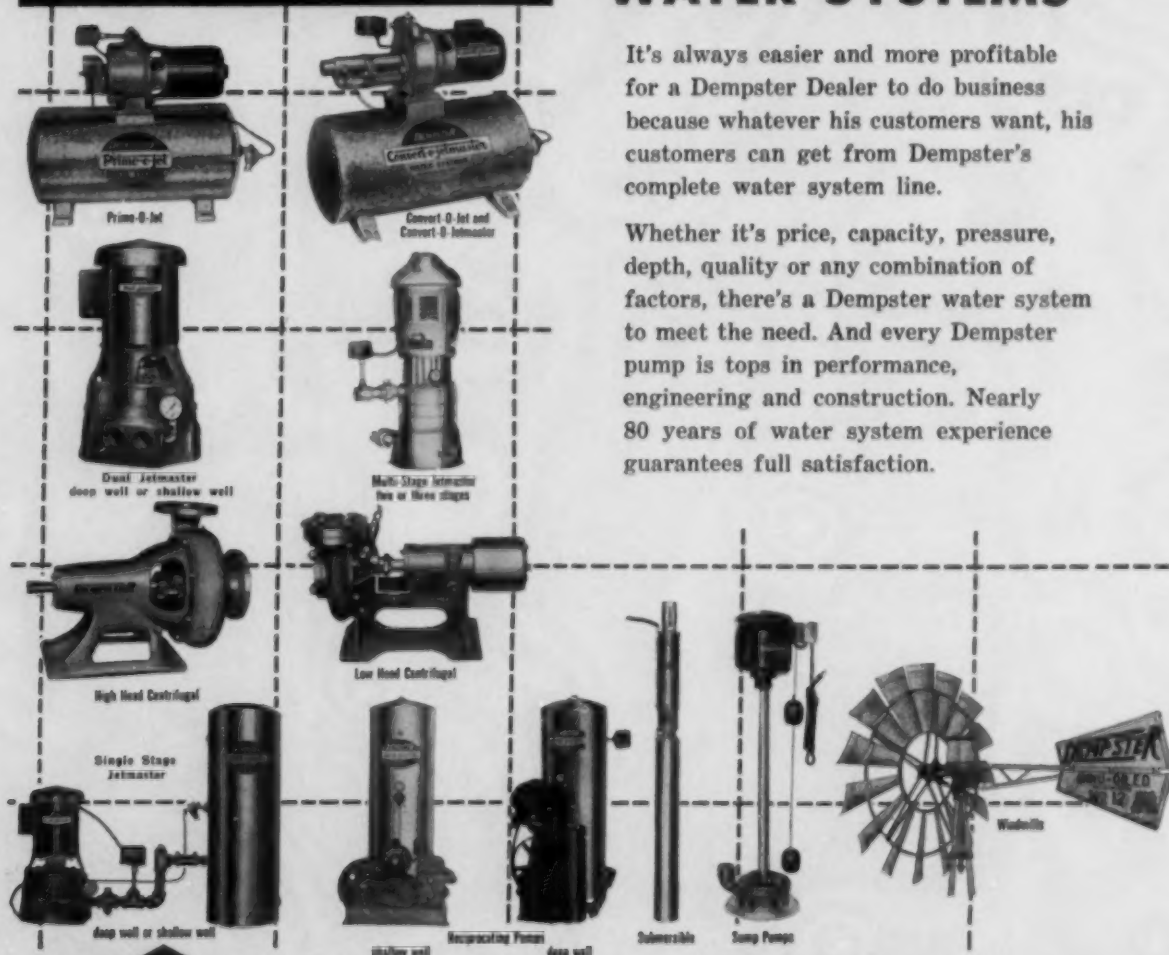
# The Customer is ALWAYS Right with



## America's Complete Line of WATER SYSTEMS

It's always easier and more profitable for a Dempster Dealer to do business because whatever his customers want, his customers can get from Dempster's complete water system line.

Whether it's price, capacity, pressure, depth, quality or any combination of factors, there's a Dempster water system to meet the need. And every Dempster pump is tops in performance, engineering and construction. Nearly 80 years of water system experience guarantees full satisfaction.



### DEMPSTER MILL MANUFACTURING CO.

Home Office and Factory: Beatrice, Nebraska.

For fast service, Dempster branches and warehouses are located in:

Omaha, Nebraska  
Kansas City, Missouri  
Des Moines, Iowa

Sioux Falls, South Dakota  
Denver, Colorado  
Oklahoma City, Oklahoma

Amarillo, Texas  
San Antonio, Texas

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J. A. MOODY  
*Production Manager*

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# BUSINESS BRIEFS

## Livestock and Land Values

The goods folks at the Department of Agriculture tell us that farm land values have gone up a whopping 42% during the last 18 years. That's a happy situation for farmers and others holding sizable chunks of farm real estate. But it can spell trouble and can be an actual barrier to further progress for the livestock industry in the Southeast. Demand of farmers, industrialists, and other investors have pushed land values 50% higher than they were in 1950. As a result, farmers may be reluctant in the future to expand livestock enterprises when the additional land needed will require such heavy investments. But the feeling among the experts is that the nationwide market for beef and dairy products will continue to grow thereby justifying individual expansion of livestock operations even if it means paying high prices for the additional land needed.

## Problems, Always Problems

In the great Southwest, farmers and farm equipment dealers are smiling in a way they haven't smiled for years. Soil moisture conditions have been the best in several years and yields are at an all-time high. Wheat growers are harvesting the largest crop since 1949, with the present crop estimated at 168,183,000 bushels, four times 1955's low production. This exceptional harvest in prospect brings needed relief to farmers who have experienced heart-breaking times during the past several seasons. But alas, good times bring a problem. The bumper marketings will add further to the imbalance between production and consumption. Here is what the Federal Reserve Bank of Dallas has to say about the situation: "Barring a reversal in the foreseeable trends in domestic and foreign utilization of wheat for food, or an increase in wheat feeding it is likely that wheat growers will continue to be subjected to pressures which will necessitate land-use adjustments."

## Mechanized Dairying

Farm equipment dealers need not fear a saturation point until every farm chore has been mechanized to the fullest possible extent. And nowhere is the sales potential greater than in the area of dairy farming. As the Texas A & M College Extension Service points out in a recent bulletin, dairy farming has lagged far behind crop farming in mechanization, and cost of dairy farming now certainly favors the mechanization of chore work. But there are some things which the implement dealer must watch: he should help his prospective customer carefully balance estimated cost against expected net returns. Some dairy operations are not large enough to afford wide mechanization. The dealer's job is to determine those which are.



## FACTS AND TRENDS

### ► Farm Income

In the first five months of 1958 farmers received 11.3 billion dollars from marketings, a 9% increase over a year earlier. Prices averaged 8% higher and marketings were up slightly. Receipts from livestock and products were 7.5 billion dollars, 12% more than a year ago, with average prices showing a gain of 15%. Crop receipts amounted to 3.8 billion dollars, up 4% from the 1957 period. Crop prices averaged about the same as last year, but marketings were somewhat larger.

### ► Commodity Highlights

Crop prospects were favorable as summer opened over most of the nation, with a high total output in prospect . . . peach crop is forecast at 74.5 million bushels, 18% above average . . . winter wheat crop is now estimated at a record high of 1,069 million bushels, 51% more than last year and 26% above average . . . early summer potatoes, forecast at 9,574,000, cwt., is 6% above the 1957 crop but 3% below the 10-year average . . . prospects indicate a hay crop nearly as large as last year's record.

### ► Luxury on the Farm

The USDA reports that in 1956 94% of American farm families had electricity; 90% had mechanical refrigerators, 84% had power washing machines; 39% had home freezers; and 74% had automobiles. Television was in 63% of the farm homes in 1957.

### ► Factory Shipments

Reports by manufacturers indicate that the value of shipment of farm machinery, equipment and tractors were up 13% in February in comparison with the 24 month period, January 1954-December 1955.

### ► Cotton

Prices received by farmers for cotton in mid-May averaged 29.10 cents per pound, 2.4 cents below a year ago, though prices have advanced from the season's low in February. Disappearance of cotton in the 1957-58 marketing year is estimated at 13.6 million bales.

### ► Farm Prices Paid

Farmers in mid-June paid slightly lower prices for commodities and services used for both family living and farm production. This was the first such reduction in both categories in 20 months. Though prices of all production items were lower, farm machinery prices averaged higher, reflecting increased prices for tillage and harvesting equipment. Combines, cultivators, and haying machines were generally higher than a year ago, according to the USDA. Prices paid for farm machinery averaged 7% higher than in June 1957.



# NEWS HIGHLIGHTS

## **SFEM Convention Scheduled for Lookout Mountain, September 3-5**

MEMBERS OF Southern Farm Equipment Manufacturers will gather at the Castle in the Clouds Hotel on Lookout Mountain, Tennessee, for their annual convention September 3-5.



C. C. Mullen



R. S. Stevenson

Highlighting the meeting will be an address by Robert S. Stevenson, president of Allis-Chalmers Manufacturing Co. and president of the Farm Equipment Institute.

Representatives of approximately 40 southern manufacturers and their suppliers will be represented at the convention which will be presided over by SFEM President C. C. Mullen, Rome Plow Co., Cedartown, Ga.

In addition to Mr. Stevenson's address, the program will include a panel discussion on farm equipment distribution, and talks by Charles Fredericks of the NRFEA and Joe Pruitt, executive secretary of the Georgia Farm Equipment Association.

Participating in the panel discussion will be R. C. Cropper, R. C. Cropper Co., and W. S. Jones, Pierce Tractor Co., Spartanburg, S. C., the immediate past president of the Carolinas Farm Equipment Dealers Association.

The convention social schedule will include the annual SFEM Golf tournament and a farm party.

♦

### **Brillion Elevates Eaton to Head Southern Region**

JEFF EATON, former branch manager for the Brillion Iron Works, Inc., has been named Southern regional sales manager, R. R. Toepel, Brillion director of sales, announced recently.

As branch manager, Eaton has headed up Brillion sales in Arkansas, Louisiana, and Mississippi since 1955. As regional sales manager, he will direct Brillion sales activities in 15 Southern states, from New Mexico east to North Carolina.

With the promotion of Eaton to regional sales manager, his former territory has been assigned to the King Sales Co. of Memphis, Tenn. In addition to Louisiana, Arkansas, and Mississippi, King has been given parts of western Tennessee and

Kentucky, and southeastern Missouri.

Other changes in the Brillion sales organization include the addition of Georgia, Alabama, and Florida to the territory of Southeastern Farm Supply Co., Chatta-



Jeff Eaton

nooga, Tenn. Southeastern also sells to Brillion dealers in North and South Carolina, east of the Tennessee River in Tennessee, and east of the Kentucky River in Kentucky.

♦

### **J. I. Case Co. Appoints Beckenbaugh to New Post**

THE PROMOTION of Don A. Beckenbaugh to the newly created position of sales and manufacturing administrator is announced by Marc B. Rojzman, president of the J. I. Case Co.

Beckenbaugh started with the company in Racine in 1928, and since that time, spent 14 years with the Racine and Indianapolis Case sales branches in positions ranging from office manager and territory supervisor to assistant branch manager. Subsequently, he was transferred to the staff of the vice-president in charge of manufacturing, where he rose to the position

of works manager of the company's Rockford, Ill. plant. For the past three years he has been a divisional sales manager.

### New Idea Names Nelson Product Sales Manager

BERNARD M. NELSON recently was promoted to the newly created position of product sales manager for New Idea Farm Equipment Co., according to R. B. McClarnon, general sales manager. In his new assignment, Nelson will be in charge



Bernard M. Nelson

of all special merchandising plans and programs for the complete New Idea line of farm implements.

Prior to his appointment, Nelson was in charge of administering sales programs for New Idea machines manufactured at the company's Ft. Dodge, Iowa plant. He will continue in this capacity in addition to his added responsibilities for machinery manufactured at Coldwater.

Nelson started with New Idea in 1939 as territory manager in Iowa; he was territory manager in Illinois from 1945 until 1952. He was promoted to branch sales manager for New Idea's former Dallas, Texas Branch in 1952, and came to Coldwater as manager of fertilizer equipment sales in 1953.

### Heermann Honored by Newberry College

HENRY C. HEERMANN, president of Southeast Ford Tractor Co., Ford distributors headquartered in Atlanta, Ga., has been elected to the board of control of Newberry College, Newberry, S. C.

### MM Organizes Contract Manufacturing Division

THE ORGANIZATION of a Contract Manufacturing Division is announced by Minneapolis-Moline Co. The new division will serve other manufacturers and suppliers in production of forgings and castings, sheet metal, welding, automatic screw machine, and general machine products, as well as in research and development projects.

Matt Carroll, general sales manager of the firm, named M. Armanjani, sales administration, as general manager of the division.

### Industrial Parts Manager Appointed by J. I. Case

THE APPOINTMENT of Robert F. Kehrer as industrial parts manager is announced by H. P. Seltentright, Service Manager Industrial Division of the J. I. Case Co., Racine, Wis.

Kehrer has been acting assistant parts manager since he joined the Case organization last May. Prior to this, he had most recently served as manager of parts pricing, listing and specifications de-

partments with Massey-Harris-Ferguson, Inc., at the head office in Racine.

### New Owners Move Hutchinson Plant

CARL RUFF AND Leon Muggler, of Clay Center, Kansas, announce the purchase of the Hutchinson Manufacturing Co., Inc., Hutchinson, Kansas, from Al and Harold Goetz. The company name has been changed to Hutchinson Manufacturing, Inc., and the new owners have moved the plant to Clay Center, Kansas.

Ruff is president of the firm, and Muggler is general manager.

### Alexander Manufacturing Co. Adds New Warehouse

ALEXANDER Manufacturing Co., of Picayune, Miss., announces the completion of a recent plant addition. The expansion is a new finished goods warehouse which not only adds to the over-all layout of the plant but also provides for better care of material and inventory, according to Paul Garner, president.

## CONVENTION DATES

**Southern Farm Equipment Manufacturers**, Sept. 3-5, Castle in the Clouds Hotel, Lookout Mountain, Tenn.

**National Retail Farm Equipment Association**, October 13-16, Sheraton-Jefferson Hotel, St. Louis, Mo. Executive Director, Paul M. Mulliken, 2340 Hampton Ave., St. Louis 10, Mo.

**Alabama**, Nov. 20-21, Thomas Jefferson Hotel, Birmingham, Ala. Secretary, F. A. Kummer, Box 630, Auburn, Ala.

**Carolinas**, Jan. 25-27, Hotel Wade Hampton, Columbia, S. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

**Deep South**, Nov. 29-30, Hotel Monteleone, New Orleans, La. Secretary, John J. Crawford, 1407 Murray St., Room 206, Alexandria, La.

**Florida**, Nov. 7-9, Ft. Harrison Hotel, Clearwater, Fla. Secretary, Allen Hutchinson, Box 3066, Orlando, Fla.

**Georgia**, Dec. 1-2, Dinkler-Plaza Hotel, Atlanta. Secretary, Joe F. Pruett, 550 Riverside Drive, Macon, Ga.

**Kentucky**, Nov. 13-14, Kentucky Hotel,

Louisville, Ky. Secretary, Ernest L. Clark, 628 S. 6th St., Louisville 2, Ky.

**Mar-Del-Va**, Feb. 16-18, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

**Mid-South**, Jan. 19-20, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

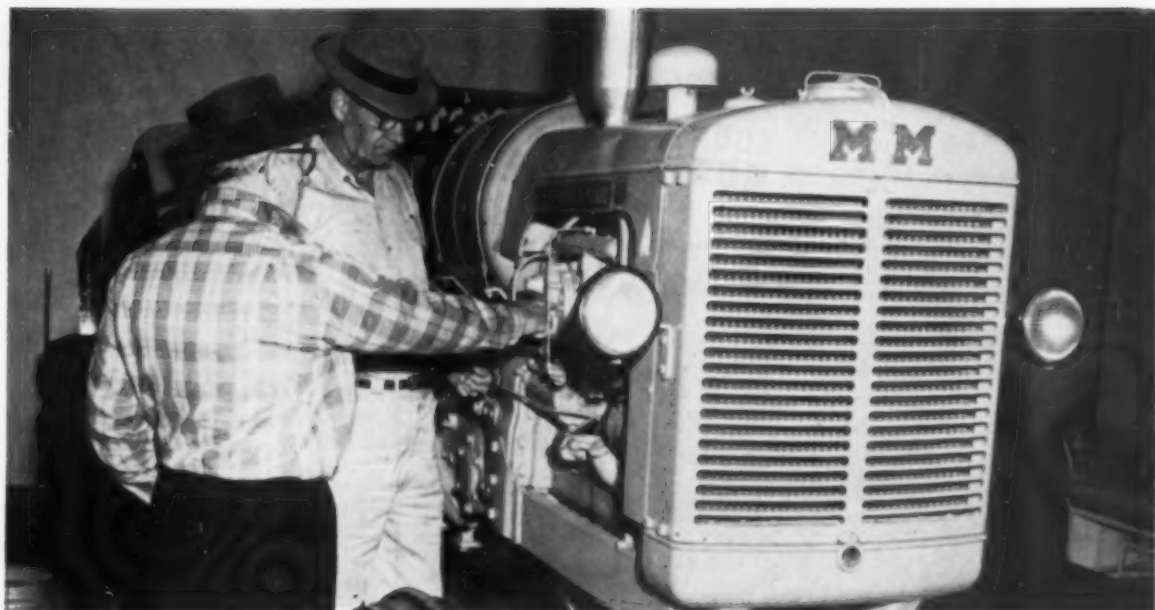
**Mississippi Valley**, Dec. 9-10, Sheraton-Jefferson Hotel, St. Louis, Mo. Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

**Oklahoma**, Feb. 22-24, Skirvin Hotel, Oklahoma City, Okla. Secretary, William B. Ruxlow, 512 Midwest Bldg., Oklahoma City, Okla.

**Texas**, Jan. 11-13, Statler Hilton Hotel and Memorial Auditorium, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

**Tri-State**, Feb. 8-10, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

**Virginia**, Feb. 1-3, John Marshall Hotel, Richmond, Va. Secretary, David Raine, Suite 6, Mutual Bldg., Richmond, Va.



"Here's what we can do for your old engine," Durward Harper points out to customer

# LP Gas Conversions

*give added boost to profits*

**D**EVELOPMENT of a butane conversion service has contributed to the profit of Farmers' Equipment Co., Alvin, Texas, and has helped to fill in gaps when new equipment sales and regular service volume have been off.

So observed Owner Durward Harper, adding that: "It fits right in with farm equipment sales, because many of our tractors and other power equipment units come butane-rigged. Customers who buy them expect us to service butane equipment as well as the rest of the rig, and since we must be equipped and qualified to do so, we are automatically equipped to make conversions."

Conversion jobs are made on two major types of equipment: (1) Water pump engines and (2) tractors equipped to use other fuel than butane. Trucks offer a third, but somewhat minor opportunity, Harper said.

The most prolific source of busi-

ness in this area are the rice farmers and other irrigators who use comparatively large water pumps. Unless pumps are so situated that they may use natural gas directly from gas wells or from nearby gas lines, the owners are excellent prospects for butane engine conversions, from a strictly fuel economy basis.

And economy is the major appeal used by the company, although a secondary selling point is that an engine fueled with butane wears less than one on other fuels, particularly gasoline and diesel oil, and the future upkeep on butane is less costly.

The company stresses a "package deal" on conversions, containing manifolds, carburetor, heat exchanger, filter, regulator, fuel tank,

and the nuts and bolts necessary to install the major attachments.

"We will sell the package to a customer and let him make his own installation, or make it for him," Harper said. "Either way, there is a substantial profit in the deal."

The package sale is popular among larger rice farmers and irrigators of large acreage. Most of them maintain their own farm maintenance shops and have mechanics who can make butane conversions, by following instructions with the package and relying on help, if necessary.

Owners of older tractors, particularly those powered by gasoline engines, are excellent prospects for butane conversion, Harper has found. There is a limit to observe,

By Ruel McDaniel



*Save*  
**YOUR ENERGY FOR  
MORE PLEASANT  
things**

## *Let* **LOMBARD'S BALANCED POWER**

**Do All The Work For You!**

**LOMBARD SAWS** — scientifically, designed with weight in the **RIGHT PLACES** . . . means greater cutting performance — the saw does the work. **BALANCED DESIGN** makes the saw easier to handle — only Lombard has **BALANCED ACTION** to produce **BALANCED POWER**.

### **REMEMBER!!**

**BALANCED DESIGN** is a Lombard exclusive —  
**THE FIRST NEW CHAIN SAW DEVELOPMENT IN YEARS.**

Lombard Balanced Design Chain Saws start as low as **\$159.50.**  
Write for Complete Catalog.

**LOMBARD GOVERNOR CORPORATION**  
Ashland, Massachusetts

however, in recommending conversions, he has discovered.

"If a tractor is pretty badly worn," Harper said, "it is advisable not to recommend a butane conversion job. Such a job represents considerable investment, and an expenditure like that is not justified on a tractor that has comparatively little service left. We try to induce such a farmer to trade it in on a new butane-powered unit."

It was not necessary to install any additional equipment in the service department to handle butane conversion business, because equipment for servicing the butane-powered units sold by the company already was in use.

Selling butane conversions largely is a matter of personal contact, Harper finds, although he uses a modest amount of advertising to let farmers know that such a service is available.

"There is nothing like sitting down and talking to a farmer about benefits of butane fuel, when it comes to selling a conversion job," he stressed.

His first-line prospects, of course, are customers who come to the store and shop, either for new equipment or for service on equipment in use. When a man brings in a tractor, or a mechanic goes to the farm to service a tractor, then is the time to talk butane, Harper points out. Most farmers are complaining about the rising cost of gasoline, and any such man is wide-open to discuss butane, because of the economy appeal.

As time permits, Harper goes out and talks to farmers with larger acreage about conversions, particularly on their water pumps. He is especially qualified to talk convincingly on such subject, since he owns a rice farm and an irrigation canal and uses butane on his own water pumps. His practical experience with butane makes his talk doubly convincing. And he frequently takes prospects to his own farm to show them pumps and tractors operating on butane, as well as his fuel cost-sheets to prove the economy of the conversion.

The company does not handle fuel storage tanks, but Harper works in harmony with the local butane dealer who supplies the storage tanks necessary to serve the farmer's tractors and water pumps.

This close cooperation also produces an occasional "hot" lead for the company, too, Harper explained.



# Added profits from Sprinkler Systems

By Beatrice Miller

**A**S A SOURCE of income to supplement sales in farm equipment, J. D. Richardson, president of J. D. Richardson, Inc., farm equipment dealers in Berryville, Va., experiments with various sidelines.

He freely discusses with other dealers his thoughts on how a dealer approaches a sideline item with untested potential, what item will catch on or have to be discarded after a trial and error period, and how to promote it most effectively to gain maximum results.

"First, we know our trade area and we have individual contact with farm and townspeople. We attempt to study the value of an item from their point of view. We consider its application, its economical use, price, simplicity of operation, likely maintenance, cost of overhead from our standpoint, and its profit possibilities.

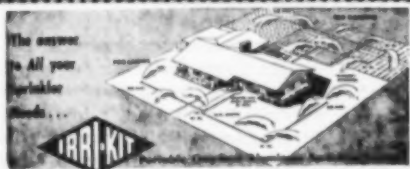
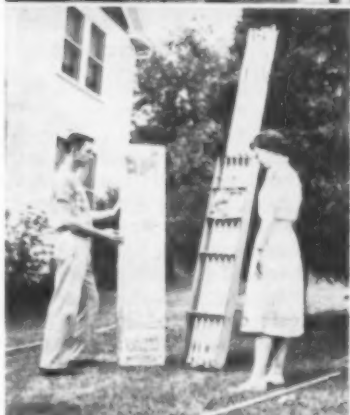
"If it looks promising," Richardson stated, "we take it on. And we

promote it extensively by newspaper, personal contact, and direct mail. We give it every opportunity to succeed within six weeks time. If it shows any signs of being a sales getter, that's it. We give it all we've got. But if it meets no response, we get rid of it."

Richardson cited as an example a seasonal item he had taken on that proved successful.

"I wanted a dry period item, something simple to install, within the price range of a great many customers, and with little overhead. Every dealer knows the kind of item I am talking about. A sprinkler system was what I wanted and I looked around until I found what I thought would catch on. Everybody with a lawn or garden is a prospect for a sprinkler system. It's a suburban as well as farm item," explained Richardson who sold 43 sprinkler systems the first month after this sideline was added to his operation.

(Continued on page 84)



**For LAWNS • GARDENS • GREENHOUSES • ROOFS**

**DO IT YOURSELF! ... JAW-IT LAYS ON TOP OF THE GRASS!**

- All lightweight portable sprinklers.
- Especially designed for garden sprinklers.
- Adaptable to your present hose connection.
- No installation costs or problems.
- Efficient coverage of all lawns.
- Complete — light — weighs 25 pounds.
- 100-FT. covers 2000 square feet.
- Adaptable to any yard or garden.
- Open stock available on all parts.

- 100-FT. length of pipe complete with nozzle, hose, nozzle and garden.
- 100-FT. length of pipe.
- One complete, 10" hose to 100-FT.
- One complete, 10" hose to 100-FT.
- One 10" hose to 100-FT.
- One 10" hose to 100-FT.

**for only \$59.95**

**J. D. Richardson**  
INCORPORATED  
International Hardware Dealer  
PHONE — TWO-ONE-THREE  
Berryville Virginia

A layout of the sprinkler system is displayed on the ceiling in the sales showroom where Dealer J. D. Richardson, left in top photo, can quickly point out its advantages to customer. His salesman, in making a house-to-house canvass, takes sprinkler equipment with him. With customer's permission, he demonstrates how easily it may be assembled. In addition to personal contact and direct mail, item is promoted extensively in newspaper ads, as shown at left

# Mounds Leveled, Ants Sprayed in Single Operation

By H. B. Green and  
R. E. Hutchins



This equipment levels fire ant mounds exposing the ants to the spray which it also supplies. It saves insecticide because the operator controls the spray, releasing it only when mounds are encountered. Note springs controlling the spray valves

**T**REATMENT of individual fire ant mounds by hand with dusts and liquids has resulted in excellent scale reduction of mounds. For large scale operations, however, the labor involved has been a serious obstacle to treatment. In area treatment tests conducted in 1957\* it was found that most any mounds could be controlled by sprays, granules or fertilizer mixtures of heptachlor or dieldrin at the rate of one pound per acre. Although these treatments are effective and can be applied rapidly by power equipment, the cost may be too great for extensive use.

Recent tests have shown encouraging results with a newly developed method of application which allows good control at very low cost. Tests have been limited to open pasture and meadow lands since these are apparently most seriously affected by fire ant infestations.

It was found in the 1957 tests that grading down or disking ant mounds on recently treated plots resulted in enhanced initial kill of ants, but did not give better mound reductions after one season. This fact did, however, lead to the development of the more economical method of mound treatment.

Although individual mound treatment could not be used for eradication purposes, it has long been recognized that since the ant mound is the focal point of each

colony, its elimination would be an effective method of ant population reduction. Also, most of the reproductive forms may be in the mounds and their elimination would also aid in control. In the treatment of individual mounds by hand it was found that careful leveling of the mound combined with insecticidal dust treatment gave better control than only blowing dust into the mound galleries. It was therefore necessary to develop a power tool to level the mounds rapidly and at the same time apply insecticide.

It was first thought that a small grader blade on a tractor could be used for mound leveling; but it was found that mounds with grass growing in them had a tendency to be "rolled out" rather than scattered in a thin layer which would be ideal for treatment. Also the problem of safety to the operator was involved since no simple workable method of "break-away" could be devised. This would have to be considered since the ants very often build mounds around small snags or stumps.

## Cultivating Equipment Used

It was decided, after examining various available farm machines, that standard cultivating equipment might be best suited for mound leveling. For the first trials a field cultivator using overhead type safety springs was selected. Several cultivator plow types were tried on typical mounds and it was found that 12 or 14-inch flat running sweeps just clearing the ground did the best job of shearing

off the mounds near the ground level.

Narrow sweeps had to be placed too close together to be practical. It was found that an inch or two of clearance between the sweeps heels was desirable to aid dirt and grass shedding and also to allow passage of snags with less "wear and tear" on the equipment.

## Better Work

A front and rear gang of sweeps also did better work than a single row of sweeps. The rear sweeps should run about 18 inches behind the front sweeps to allow trash shedding and thus avoid fouling the rear gang. Unless the lift can be regulated to hold the plows just clear of the ground level, some type of depth control wheels or skids should be used.

Where very tough grass reinforced mounds were encountered it was necessary to hit the mound from several directions for best results. Since the mounds usually occur more or less at random, a crooked path was followed. It was found to be easier to cover the land in large circles, destroying mounds as they were encountered.

Three-wheel tractors work very well, since the side-draft is negligible, due to the intermittent light load usually encountered. The equipment tested was rear-mounted, but a front-mounted cultivator could be used. A rear-mounted cultivator can be used on ditch banks, however, by backing over the mounds with the cultivators lifted, then dropping over the

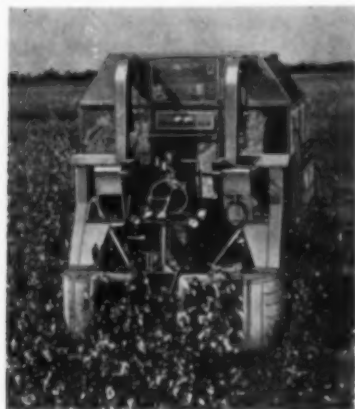
(Continued on page 85)

\*This article by H. B. Green and Dr. R. E. Hutchins is reprinted from the May issue of Mississippi Farm Research. The authors are entomologists of the Mississippi Agricultural Experiment Station.

# NEW EQUIPMENT.....

## A-C Markets New Self-Propelled Cotton Picker

A NEW TWO-ROW self-propelled cotton picker is announced by the Farm Equipment Division, Allis-Chalmers Manufacturing Co., Milwaukee, Wis. Powered by a modified Allis-Chalmers D-17 tractor, it is designed especially to meet requirements of the big-acreage cotton grower.



New features and improvements of the two-row picker provide performance capabilities that are designed to give the grower better grades and cleaner cotton samples at substantially lower production cost. The new beater-type strippers remove cotton gently from spindles, the manufacturer states, and the new rotating rubber-edged beater unit assures fast delivery of cotton from back of the stripper to the elevator, reducing the chance of plugging. Cleaner picking is possible through spindles that are completely moistened as they pass through the moistener located just ahead of the stripper.

Longer spindle life and more dependable field performance are provided by the slat and spindle assembly which has heat-treated, cadmium-plated, corrosion resistant spindles and the new type bearings. Bearings are enclosed in steel supports that give added support, allow flexing and assure free and easy spinning.

Positive braking action on slats as they leave the picking area comes from the new cam-type

holdback that provides longer bearing surface. The holdbacks also prevent spindles in adjoining slats from contacting each other, and work with stripper holdback blocks to assure proper slat angle for stripping.

A new hydraulically operated basket with ample clearance for unloading into high wagons and trucks is automatically unloaded with a new engine-power operated heavy-duty chain rattle unloader unit. The new basket has a capacity of approximately 1,200 pounds of seed cotton.

## MM Markets Speedy Side-Delivery Rake

A NEW SIDE-delivery hay rake with reciprocating reel action is announced by Minneapolis-Moline as the CR Rake. The reciprocal action of the five-bar reel is said to reduce handling of the hay by about 50 percent. Speed can be from two to seven miles per hour.

The reel has five tubular steel tooth bars, each with 18 oil-tempered, triple-coiled teeth. Lifetime lubrication for the reel bars is provided by 10 factory-sealed ball bearings. The drive axle also has sealed ball bearings. Reel discs are mounted on tapered roller bearings.

The reel is offset and driven from



the ground wheels by a roller chain from steel sprockets to the countershaft, and thence through a shielded universal joint to the reel. No gear box is required. A lever disengages the reel clutch for transport.

Reel height can be adjusted either hydraulically or mechanically by a hand crank. Standard equipment includes all hydraulic linkage, with the cylinder optional. The reel is full-floating, spring suspended, with a skid shoe for added protection.

The frame of the CR Rake is of heavy-duty construction, with tooth bars of 1 3/4 inch square tubular steel. The parking jack slides up into the frame and out of the way for travel. Pitch of the reel may be adjusted with a single bolt. Leveling the reel is accomplished by turning a hand crank on each side of the rake.

## New Loader Uses Hydraulic Bucket Control



The New Idea "500 Series" farm loader is now available with hydraulic or mechanical bucket control. Seen here in action is the No. 501 Loader with hydraulic bucket control. Loader's accessories include dozer blade, 80" wide scoop, dirt bucket, and dirt plate for manure bucket. The New Idea Farm Equipment Co., Coldwater, Ohio bills the new loader as "the perfect sales companion" to its manure spreaders, rounding out the line of New Idea and New Idea-Horn hydraulic farm loaders.





### John Deere Markets New 458 Crop Dryer

THE 458 CROP DRYER, recently announced by John Deere, Moline, Ill., is a portable, batch-type blending dryer in the 400-bushel class, designed to remove excess moisture from shelled corn and

other grain such as sorghum or milo, soybeans, wheat, and oats.

The dryer is LP-Gas fired, and PTO-driven by a John Deere "520" or other tractor of 3-plow power or more. The tractor battery powers the electric ignition and fuel controls. When a light signals "ready," the operator starts fuel

flow and spark with a single push-button. Three other lights indicate normal operation. "Fail-safe" automatic controls cut off the fuel flow if there is any interruption in flame, electric power, or air supply, or if the high-temperature limit is reached. Thermostats control the temperature within an adjustable range. Electric circuits must pass an automatic check before the burner will operate. A manual fuel shutoff also is provided.

Basically, the 458 Dryer is two perforated chambers, one inside the other. Grain is held between them, in a tubular layer about 18 inches thick. The burner and fan in the inside chamber provide heated air which blows outward through the perforated walls and the layer of grain.

Because of the efficiency of exclusive blending baffles, there is no need for constant "recirculation" of wet shelled corn or other grain, the company states. Corn can be partially dried, then blended for a few minutes as it is moved from the bottom back to the top of the dryer.

The dryer has a drawbar and retractable wheels for transporting. It has a folding auger hopper for loading grain from trucks or wagons, and a discharge spout for unloading.

The burner provides heating capacity in excess of four million BTU's per hour.

### Haban Offers Improved All-Purpose Chopper

HABAN MANUFACTURING Co., Racine, Wis., describes its Haban-Durabilt all-purpose chopper as a 3-in-1 machine quickly convertible from harvester to shredder. It may be used as a forage harvester, crop shredder, and hay conditioner.

The chopper will cut, pick up



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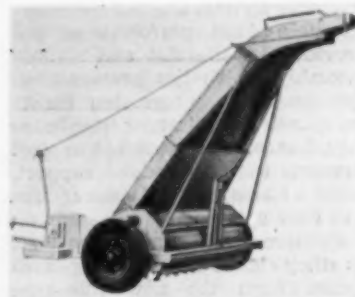
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and load material into wagon or truck in one operation. It is simple in design and operation, with few moving parts, giving owner lower upkeep and trouble-free service. It saves down crops—lifts, chops, and loads them with a new flail type cutter, according to the manufacturer.

Among other uses, it shreds corn stalks into a fine residue, spreads it evenly over the ground; pulverizes bean, cotton, tobacco and other crop trash; and clips pastures or roadsides, tops vegetable crops, and shreds tree prunings or brush.

## New Oliver Spreaders Have Larger Capacity

THE OLIVER CORP. has announced two new spreader models, the power-driven 270 and ground-driven 170, both of which are described as having more load capacity and over-all durability than their predecessors.

Capacity of the 270 model is 110 bushels; for the 170 model it is 90 bushels. The capacities of their predecessors were 100 bushels and 70 bushels, respectively.

All-metal front gates, heavier side stakes and roll edge flareboards, longer axle support plates and sturdier channel frame hitch assemblies contribute added strength and stability in both models. Diameter of the flareboard rolls has been increased to 1½ inches to withstand the pounding of power loading.

In the 270 model's mill mechanism the top cylinder and main cylinder have "U" teeth as standard equipment, insuring complete shredding and spreading. The "U" teeth are optional on the 170 model.



## "Three-in-One" Leveler Is Added to AMCO Line

ALEXANDER Manufacturing Co., Picayune, Miss., announces the addition of a new machine to its family of AMCO farm and industrial tools. It is the AMCO Leveler, a "three-in-one" land leveler, soil mover, and border builder.

The AMCO Leveler may be adjusted as a light cut, skimming tool so as to fill the bowl on high spots and empty on low spots. As a soil mover, it will carry approximately 1½ cubic yards of soil. It may be adjusted to pick up such soil "on the run" and deposit it in low spots at any desired rate.

## Added Profits from Sprinkler Systems

(Continued from page 79)

"Out of 10 people I call on, six are sold. The homes with the small vegetable garden, the lawn that's drying out, a pasture lot with three head of cattle and even one for low-cost air conditioning on the roof were among my sales."

The company has had experience with a number of sidelines and has found the simplicity of this item, ease of installation and low price the best selling factors. Going from door to door, farm to farm, and talking this sprinkler

kit whenever anyone mentions the lack of rain, Richardson takes a few sprinkler system kits with him. Comprising 100 feet of one-inch aluminum pipe, six sprinklers and the needed gaskets, plugs and elbows, Richardson offers to set it up on a customer's lawn or garden or pasture for demonstration.

"It is easy to assemble. Any housewife can do it. It can be fitted to any shape lawn once it is hooked up. If several are hooked together, as we did in one case, 300 feet of garden can be covered," he explained indicating that for its limited use a question of water pressure was not involved.

This sideline was promoted by J. D. Richardson, Inc. in the local newspaper weekly for three or four weeks. A ceiling display in the store's display room presents layout. Widest promotion has been through door-to-door selling and the word-of-mouth promotion of customers pleased with results.

"People are always surprised when we tell them the price. But, of course, even at its retail price, we offer credit payment arrangement and it helps sell them," Richardson stated. The local bank handles his financing with a 10 percent down payment and the balance spread over a year.

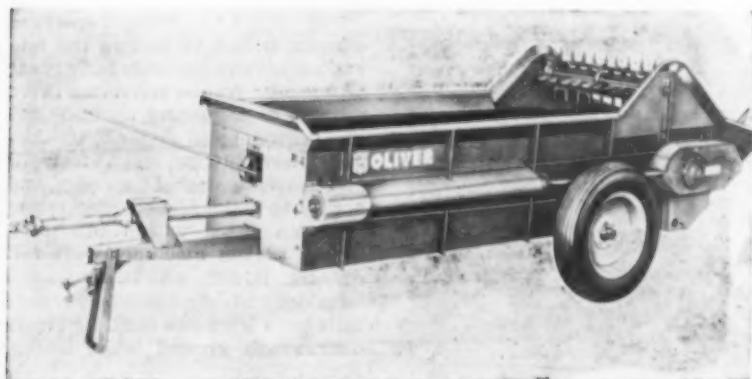
An outside salesman gives full time to selling sprinkler systems on a commission basis. Since no training nor tools are involved in setting it up, there is no added overhead.

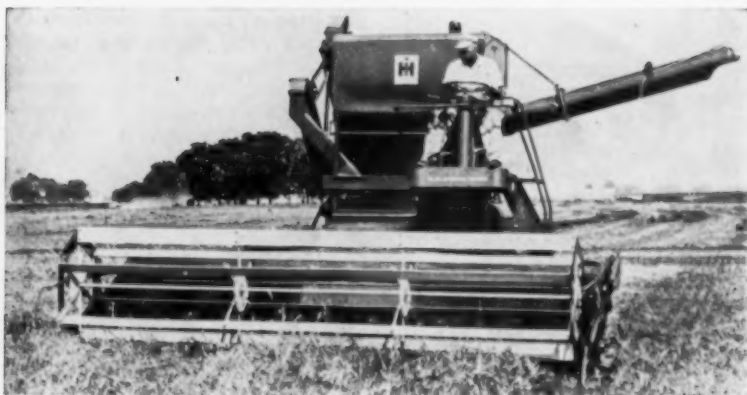
"The only problem we ran into was that customers generally need a one-inch garden hose to connect to the sprinkler. Frequently this means an extra sale for us," Richardson said.

An added selling point to the farmer or lawn grower in this equipment is metering in fertilizer.

"We sometimes assemble it for a prospect, let him use it all morning or afternoon and then go around and find out whether it appeals to him," Richardson said.

"Of course, there's a gamble in any sideline. It's anyone's guess whether an item will sell. But once we arrive at a decision to take it on, we'll plug it from door-to-door, have complete confidence in it, talk up the features that convinced us it was worthwhile. If our enthusiasm does not infect the customer after he has seen it and operated it in his own fields or barn or garden, then we know we missed. In due time we withdraw it."





### Large-Capacity Combine Is Introduced by IH

A NEW COMBINE, the McCormick No. 151 Harvester-Thresher, largest in the company's line, is announced by International Harvester Co. Powered by a 70 hp six-cylinder engine, and available with either 12-, 14-, or 15-foot grain platform, the new combine has big separating and cleaning capacity for heavy yields and large scale operations.

Ease of operator service and maintenance is said to be assured through prelubricated sealed bearings that cut service time to a minimum (only five grease fittings require daily lubrication); top-mounted engine for ready accessibility and freedom from dust and dirt; easy access to interior of combine through large inspection doors on each side and top of machine; and a roomy operator's platform located high and to the left for driver's comfort and wide-open view to the rear and of the crop line and cutter bar.

Harvester's variable-speed propulsion drive lets the operator change speed on-the-go without touching the throttle, shifting gears, or affecting separator speed. A three-speed transmission provides a selection of speeds ranging from approximately one to 15 mph.

Other features of the new machine include a grain platform auger that is set back farther than on most combines for improved handling of all crops; straight-in feeding of cut grain without a beater ahead of the cylinder; a reel fully adjustable for speed and position; variable speed cleaning fan; automotive-type steering as regular equipment with power steering available on order; and adjustable cylinder speed from 245 to 1134

rpm, it was announced.

The grain platform is hydraulically controlled and can be set at any height up to 33½ inches above the ground.

As with Harvester's smaller McCormick No. 101 Harvester-Thresher, a two-row corn unit is available for converting the larger combine into a field sheller at a minimum cost and increasing the use that can be made of the machine. Also, a Rice Special model of the No. 151 Harvester-Thresher is available for the big rice growing areas of the country.

### Brady Makes Available New Offset Chopper

Brady Manufacturing Corp., Des Moines, Iowa is introducing its new Offset Chopper, Model Number BPO60K.

The chopper has all the features of the Brady Pull-Type Multi-Crop Chopper and the following additional ones: full 60" cut; free swinging chain knives; 360 degree directional control hood; base unit of solid construction; adjustable



hitch; adjustable row crop wheels; and economy in cost.

### Case Offers Rear-Hinged Bucket for TerraTrac 1000

A CHOICE of bucket styles to fit job requirements is now offered on Model 1000 Case TerraTrac crawler tractor-shovels, according to J. I. Case Co., Racine, Wis. In addition to the front-hinged bucket with extra-high dump clearance, said to be ideal for stockpiling and truck loading, etc., a new rear-hinged bucket is available on the 100 hp model for heavy-duty digging.

Both buckets are rated at two



cu. yds. capacity. However, the company states, the rear-hinge design has more than 25% greater breakout force, and about 600 lbs. greater carrying capacity for handling heavy materials. It also is wider, shallower, and has a steeper grading angle. Parallel skid-plates, which extend from the lift arm hinge to the cutting edge, are said to increase breakout, and provide an extra wear surface along the entire bottom of the bucket. Price is about 13% higher than the front-hinged design, according to the company.

The Model 1000 TerraTrac crawler is said to feature the following advantages with both types of buckets: torque converter drive capable of delivering up to 24,000 lbs. drawbar pull or push, on-the-go power-shifting, high forward and reverse travel speeds, and ability to make fast counter-rotating spin turns within the track length of the machine, with full driving power on both tracks. Also torsion-bar suspension permits both tracks to oscillate freely over rough ground while bucket remains level.

## Controlling Fire Ants

(Continued from page 80)

mound and pulling out.

Insecticide application can best be made by using a modified tractor spray rig. Since the area to be treated is small, only about 4 feet of boom need be used. An outboard section of boom such as those used for insecticide or herbicide application could be employed, or a section of pipe with nozzle fittings could be made easily. The short boom should be directly behind the last cultivator sweep gang about 18 inches above the ground.

### Shut Off Spray

Where the mounds are scattered it is advisable to shut off the spray to avoid loss and insecticide contamination. Where a power lift was used, this was done by an automatic device. A 90-degree turn-off plug valve with a 5-inch handle was put in the spray line near the boom for quick action. The handle was activated by screen door springs to avoid damage to the valve. This valve was turned off as the cultivators were lifted by a single spring and was turned on as

the cultivators were lowered by using a doubled spring to overpower the first spring. It was found that heavy wire ties could be used to extend and adjust the springs as needed.

Four No. 3 nozzles were used, since adequate water for slight wetting seems to be advantageous and the larger droplets tend to drift less. It was found that only 5 to 10 gallons of spray per hour was required for average infestations, but more or less might be required under varying conditions. A small 15-gallon tank was used on the test machine, mounted directly on the field cultivator frame to allow handy connections to the pump and boom.

Either heptachlor or dieldrin seemed to work well as an insecticide for this task. With the equipment described here, operated at about 5 m.p.h., one quarter pound of actual insecticide for each 10 gallons of spray gave good kills over a period of several weeks. Although the amount of insecticide is small, it would be best to remove livestock for about two weeks.

This method of fire ant mound treatment has been tried only under winter and early spring con-

ditions and it would seem that this would be the best time since the ants are more concentrated in the mounds above ground at this season.

### Effective and Inexpensive

Very good control was effected recently on 30 acres of a field with an infestation of from 10 to 20 mounds per acre. Treatment was made in 3 hours, using 15 gallons of spray. With an allowance of \$2.00 per hour for the tractor and equipment, the total cost would be less than \$7.00. To date there seems to be about 90 to 95 percent control of the ants on the treated area. Since two years are required for a large colony to build up, it would seem that treatment would probably not be needed each year.

It is believed that the above method of fire ant mound treatment holds considerable promise for keeping the ants suppressed. It should be understood, however, that while it does not give complete eradication it is a cheap and effective method of control. With the equipment described, 10 to 20 acres per hour may be treated at a cost of only about 25 cents per acre.

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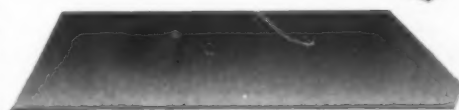
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# HELPFUL LITERATURE

**Available free to readers. Just write in the key numbers on the handy coupon below**

**B. F. Goodrich Tire Co.**, Akron, Ohio, describes how equipment operators and owners can get maximum service out of off-the-road tires in a 52-page handbook now offered. Four factors in off-the-road tires, all within control of the equipment operator or owner, are discussed in the handbook. The factors are load, inflation, operating conditions, and tire care. The booklet also describes the company's complete line of off-the-road tires and carries data on load and inflation, weights and measures, tire specifications for 1957 motor graders, self-propelled scrapers, and tractor-drawn scrapers plus valve and rim information. For more information—

**Write in No. F1 on coupon below**

**Iowa Fibre Products**, Des Moines, Iowa, has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions which include the JD-100, fits A, B,

G, GM, 50, 60; JD-200, fits M, MT, 40; Knoedler No. 300 replacement cushions. For more information—

**Write in No. F2 on coupon below**

**Ray Cunningham & Sons, Inc.**, 501 Gillette St., La Crosse 25, Wis., will supply full color folders and complete information on selling the Cunningham Hay Conditioner. For more information—

**Write in No. F3 on coupon below**

**Universal Pulleys Co.**, 349 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—

**Write in No. F4 on coupon below**

**Mid-West Forging & Manufacturing Co.**, 38 S. Dearborn St., Chicago 3, Ill., offers folder on its products which include spike harrow teeth, spring harrow and cultivator teeth, rotary tiller tines, rotary cutter

blades, etc. For more information—  
**Write in No. F5 on coupon below**

**Henke Manufacturing Co.**, Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—

**Write in No. F6 on coupon below**

**Taylor Implement Manufacturing Co.**, Athens, Tenn., has available a catalog containing literature covering the complete Taylor-Way line, featuring subsoilers, disc harrows, disc plows, and disc tiller plows. Literature is also available on the new Taylor-Way offset harrows. For more information—

**Write in No. F7 on coupon below**

**Brover Manufacturing Co.**, 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers and mills and poultry supplies. For more information—

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**Larson Machine Co.**, Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—

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**Gehl Bros. Manufacturing Co.**, West Bend, Wis., has literature available on its two pieces of optional equipment—the conveyor extension and the reversible apron—designed for addition to the Gehl self-unloading pto forage box. For more information—

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**Clark Manufacturing Co.**, Atherton, Mo., has literature available on its sprayers, ammonia applicators, and hydraulic cart for rotary hoes and harrows. For more information—

**Write in No. F11 on coupon, Pg. 86**

**Joliet Wrought Washer Co.**, Joliet, Ill., gives complete details about steel and non-ferrous flat washers of all kinds in an available catalog. For more information—

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**Commercial Credit Equipment Corp.**, 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—

**Write in No. F13 on coupon, Pg. 86**

**Henry Manufacturing Co.**, P. O. Box 521, Topeka, Kansas, offers a three-color folder picturing and describing in detail its new complete line of loaders, tractor shovels, and backhoes. Information on other equipment manufactured by the company is presented also. The folder is punched to fit a standard 3-hole loose-leaf binder. For more information—

**Write in No. F14 on coupon, Pg. 86**

**Tractor Group, Allis - Chalmers Manufacturing Co.**, Milwaukee, Wis., describes the B-125 power unit in an 8-page, 2-color catalog MS-1247. The catalog gives specifications and lists special equipment available to expand the versatility and use of the engine. For more information—

**Write in No. F15 on coupon, Pg. 86**

**G. H. Meiser & Co.**, P. O. Box 400, Blue Island, Ill., has available catalog and discount sheets on its Enginair Tire Pump which is designed to fit any gasoline engine built since 1930, comes equipped with four different spark plug thread sizes. Pump and gauge come complete with 16 ft. of hose. For more information—

**Write in No. F16 on coupon, Pg. 86**

**Wisconsin Motor Corp.**, Milwaukee 46, Wis., offers bulletin S-223 which

describes all models of its powered equipment. For more information—

**Write in No. F17 on coupon, Pg. 86**

**Peerless Equipment Co.**, Joplin, Mo., gives complete information in an illustrated folder on all portable-stationary models and sizes of all-purpose and small grain Roller Mills. For more information—

**Write in No. F18 on coupon, Pg. 86**

**Claffey Machine & Manufacturing Co.**, Groveport, Ohio, has literature available on its power wagon unloaders which are available in canvas-apron or false end-gate models. Either model fits all farm wagons. The portable power unit may be purchased separately; all makes of hand unloaders can be converted to this unit. For more information—

**Write in No. F19 on coupon, Pg. 86**

**Cole-Hersee**, 20 Old Colony Ave., Boston 27, Mass., presents its electrical products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—

**Write in No. F20 on coupon, Pg. 86**

**Allis-Chalmers Manufacturing Co.**, Tractor Group, Milwaukee 1, Wis., has available the following literature: the TL-1884 which covers the new Post Hole Digger for use with A-C wheel tractors; the TL-1861 which describes the Farm Loader now available for A-C farm tractors. For more information—

**Write in No. F21 on coupon, Pg. 86**

**The Ferguson Manufacturing Co.**, Suffolk, Va., introduces its new power-driven cultivator, the Tilrova-tor, as the answer to all crop cultivation. Dealers are offered a colorful 4-page brochure. For more information—

**Write in No. F22 on coupon, Pg. 86**

**Flint & Walling Manufacturing Co., Inc.**, 379 Oak St., Kendallville, Ind., provides a catalog on its line of water systems. The company states that there are F & W models to meet all requirements exactly. For more information—

**Write in No. F23 on coupon, Pg. 86**

**Century Engineering Corp.**, Farm Equipment Division, Cedar Rapids, Iowa, presents its line of all purpose sprayers in its 1958 sprayer manual. The manual is designed to help the dealer promote Century equipment and also gives a great deal of general information about spraying. It contains detailed specifications and is fully illustrated, including numerous photos of the equipment in action. For more information—

**Write in No. F24 on coupon, Pg. 86**

**Massey - Ferguson Industrial Division**, 1009 South West St., Wichita, Kansas, presents its line of industrial equipment in a colorful brochure, complete with action photos and specifications. Included are the new Work Bull tractors 202, 1001, 303, and the Fork Lift, as well as Davis loaders, backhoes, etc. The Work Bull and Davis products are described as power-matched for profitable on-the-job production. For more information—

**Write in No. F25 on coupon, Pg. 86**

**B. F. Goodrich Tire Co.**, Akron, Ohio, offers a 32-page product catalog that lists complete specifications and describes correct use and maintenance of agriculture tires for farm and industrial use. In addition to providing inflation and load data for all B. F. Goodrich agriculture tires, the catalog carries helpful articles on liquid weighting of tractor tires, the use of wheel weights, mounting and demounting, maintenance, the use of tractor tire solution equipment and valve and accessory equipment. For more information—

**Write in No. F26 on coupon, Pg. 86**

**Crescent Plastics, Inc.**, 955 Diamond Ave., Evansville 7, Ind., offers a folder giving advantages, maximum depth recommendations, and detailed information for installing submersible pumps up through 1-hp and deep jet pumps with new semi-rigid Cres-line-KL (Kralastic) pipe. For more information—

**Write in No. F27 on coupon, Pg. 86**

**Century Engineering Corp.**, Cedar Rapids, Iowa, offers a 5-point merchandising program to help the dealer in selling more sprayers. For more information—

**Write in No. F28 on coupon, Pg. 86**

**Crown Dairy Supply Co.**, 323 W. College Ave., Waukesha, Wis., is offering a 12-page booklet entitled "How to Get the Most Service from Your Crown Milking Machine Inflation." The booklet deals with the various types of milking machine rubber—natural rubber, synthetic, or a combination of both. The primary causes of inflation deterioration are listed and discussed in detail. Also discussed is a new type of inflation remover developed by the company. For more information—

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**Wright Power Saw & Tool Corp.**, 410 S. Third St., Louisville 2, Ky., offers a 16-page, illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—

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MANY  
TIMES  
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ORDER  
LATELY?**



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the goods  
and then  
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the sale !**

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## father of tomorrow's new products



Basic research at Allis-Chalmers is constantly at work developing new materials, new processes, new ideas that will be transformed into better equipment for tomorrow's farming.

For example, from Allis-Chalmers research laboratories has come a new process for commercial production of nodular iron, looked upon for years as nothing more than a laboratory curiosity. Nodular iron is a new type of iron as strong and flexible as steel, yet as easy to cast and machine as ordinary gray iron. It is known as "the cast iron that bends."

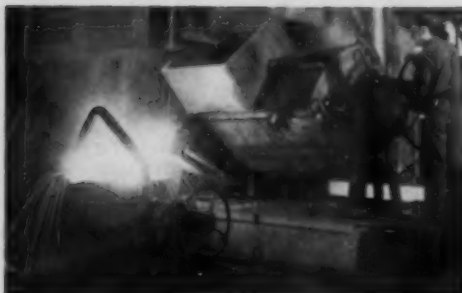
Final drive and steering clutch cases in Model HD-6 Crawler Tractors are made of nodular iron, and breakages are virtually unknown. New uses for nodular iron in farm equipment and other products are still being discovered.

Basic research in materials at Allis-Chalmers has also resulted in the development of materials capable of withstanding temperatures of 3000° F, which is 200 degrees higher than the melting point of steel.

This search for new knowledge that will improve the lasting qualities and performance of every material used in Allis-Chalmers products goes on endlessly ... evidence that farmers can always turn with confidence to Allis-Chalmers for the best in farm equipment.

▲ Research metallurgists developed a practical method for producing nodular iron in quantity ... first in a small laboratory furnace, now in big, foundry-size cupolas.

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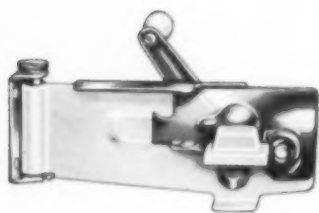


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HYDE  
TOOL TOWER**

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**NO. C115 BLUE DIAMOND COUNTER TOWER**

12—C3E-1 1/4" Elastic Putty Knives 6—C3E-3" Elastic Wall Scrapers  
12—C3S-1 1/4" Stiff Putty Knives 6—C3S-3" Stiff Wall Scrapers  
SIZE: 19" high, 13" wide WT. FIXTURE & TOOLS—9 lbs.  
SALES LIST—\$27.90 DEALER PROFIT—\$11.16 DEALER COST—\$16.74

**NO. C116 PAINT SCRAPER COUNTER TOWER**

6—C7B Scraper with 1" blades 24—80-3 Blades  
6—C7C Scraper with 1 1/2" blades 12—79-3 Blades  
6—C80 Scraper with 2" blades 12—78-3 Blades  
SIZE: 19" high, 13" wide WT. FIXTURE & TOOLS—10 lbs.  
SALES LIST—\$32.70 DEALER PROFIT—\$13.08 DEALER COST—\$19.62

**NO. C118 BLACK AND SILVER COUNTER TOWER**

6—C2E-1 1/2" Elastic Putty Knives 6—C2E-3" Elastic Wall Scrapers  
6—C2S-1 1/2" Stiff Putty Knives 6—C2S-3" Elastic Wall Scrapers  
SIZE: 19" high, 13" wide WT. FIXTURE & TOOLS—10 lbs.  
SALES LIST—\$30.30 DEALER PROFIT—\$12.12 DEALER COST—\$18.18

**NEW WALL TOWER FOR  
HYDE CARDOSELLS**

Wine and gold revolving fixture fastens to wall or post. Given at no charge with the following HYDE CARDOSELLS Assortment:

**NO. C117 WALL TOOL TOWER**

6—C2E-1 1/2" Elastic Putty Knives 6—C2E-4" Elastic Joint Knives  
6—C2S-1 1/2" Stiff Putty Knives 6—C2E-5" Elastic Joint Knives  
6—C3E-1 1/4" Elastic Putty Knives 6—C3E-3" Elastic Wall Scrapers  
6—C3S-1 1/4" Stiff Putty Knives 6—C3S-3" Stiff Wall Scrapers  
6—C2E-3" Elastic Wall Scrapers 6—C3E-4" Elastic Joint Knives  
6—C2S-3" Stiff Wall Scrapers 6—C3E-5" Elastic Joint Knives  
SIZE: 43" high, 5 1/2" wide, SHIPPING WEIGHT FIXTURE AND  
with tools 16" wide TOOLS—25 lbs. 2 oz.  
SALES LIST—\$85.80 DEALER PROFIT—\$34.32 DEALER COST—\$51.48

**NEW FLOOR TOWER  
FOR HYDE CARDOSELLS**

**NO. C120 FLOOR TOOL TOWER**

New wine and gold, all wood, revolving fixture takes only 14" square of floor space. Features 17 Fix-Up and Paint-Up Tools. Given at no charge with the following individually carded tools:

**BLACK & SILVER**

6—C2E-1 1/2" Elastic Putty Knives  
6—C2S-1 1/2" Stiff Putty Knives  
6—C2E-3" Elastic Wall Scrapers  
6—C2S-3" Stiff Wall Scrapers  
6—C2E-4" Elastic Joint Knives  
6—C2E-5" Elastic Joint Knives

**BLUE DIAMOND**

6—C3E-1 1/4" Elastic Putty Knives  
6—C3S-1 1/4" Stiff Putty Knives  
6—C3E-3" Elastic Wall Scrapers  
6—C3S-3" Stiff Wall Scrapers  
6—C3E-4" Elastic Joint Knives  
6—C3E-5" Elastic Joint Knives

**PAINT SCRAPERS**

6—C83 24—80-3 Blades  
6—C85 6—C8 Scraper 12—79-3 Blades  
SIZE: 5'6" high, 13" wide WEIGHT FIXTURE & TOOLS—49 lbs.  
SALES LIST—\$130.14 DEALER PROFIT—\$52.06 DEALER COST—\$78.08

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each under \$20.00  
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WALL  
TOOL  
TOWER**

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